

2016

ANNUAL REPORT



Young Australians Best Book Awards

Recommend

Read

Rate

Reward



President's Message

Wow 31 Years! 2016 is the Young Australians Best Book Awards (YABBA) 31st year of having children recommend, read, rate and reward their favourite Australian book. That's 31 years of volunteers working tirelessly to bring Australian children's voices to the wider community and giving children a voice about the literature they want to read.

Leading the YABBA Council in 2016 has been a huge honour and great privilege. The workload is immense, but the enjoyment and personal satisfaction is greater. Teaming with a group of dedicated volunteers is a very rewarding experience.

The YABBA Awards lives purely from volunteer effort. Volunteers include YABBA Council members, YABBA Coordinators from schools that arrange nominations and voting, publishers who send us books, and authors and illustrators that donate their time to the promoting the Awards and attend the Awards Ceremony.

After 31 years YABBA still needs to hang in there. We still have challenges and many obstacles to ensure we prosper for decades to come. There is no greater challenge than turning up week after week, month after month and now 31 years on. Turning up to do the work, repeat the tasks, review to improve and ultimately deliver a successful annual program.

This work matters! Building something of substance, building something that changes thoughts, building something that sparks a child's curiosity in books, this matters!

The work is never finished, the workload will stay high and the ideal higher. This is the work of a lifetime, not a simple fun project. As a member you must agree to some extent, you don't need to have YABBA in your school or library, but you choose too. Thank you!

Truly honoured,



David Linke
YABBA President

Council Members

The entire YABBA program is devised, driven and delivered by volunteers.

Each and 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 2016 YABBA Council included –

		Meetings Eligible to Attend	Meetings Attended
David Linke	President	9	9
Richard Bennett	Secretary	9	9
John Crabb		9	7
Sue Osborne	Social Media Coordinator	9	5
Mark Matic	Membership Coordinator	9	8
Michelle Nye	Awards Convenor	9	9
Lenny Tan	Treasurer	9	6

The sub-committee model that we've been using over the past few years was less formal in 2016. A refocus in future years on the sub-committee process is going to be useful and worth the extra energy needed to make it successful.

The Awards Sub-Committee – This committee was charged with counting nominations and votes at the required times in 2016.

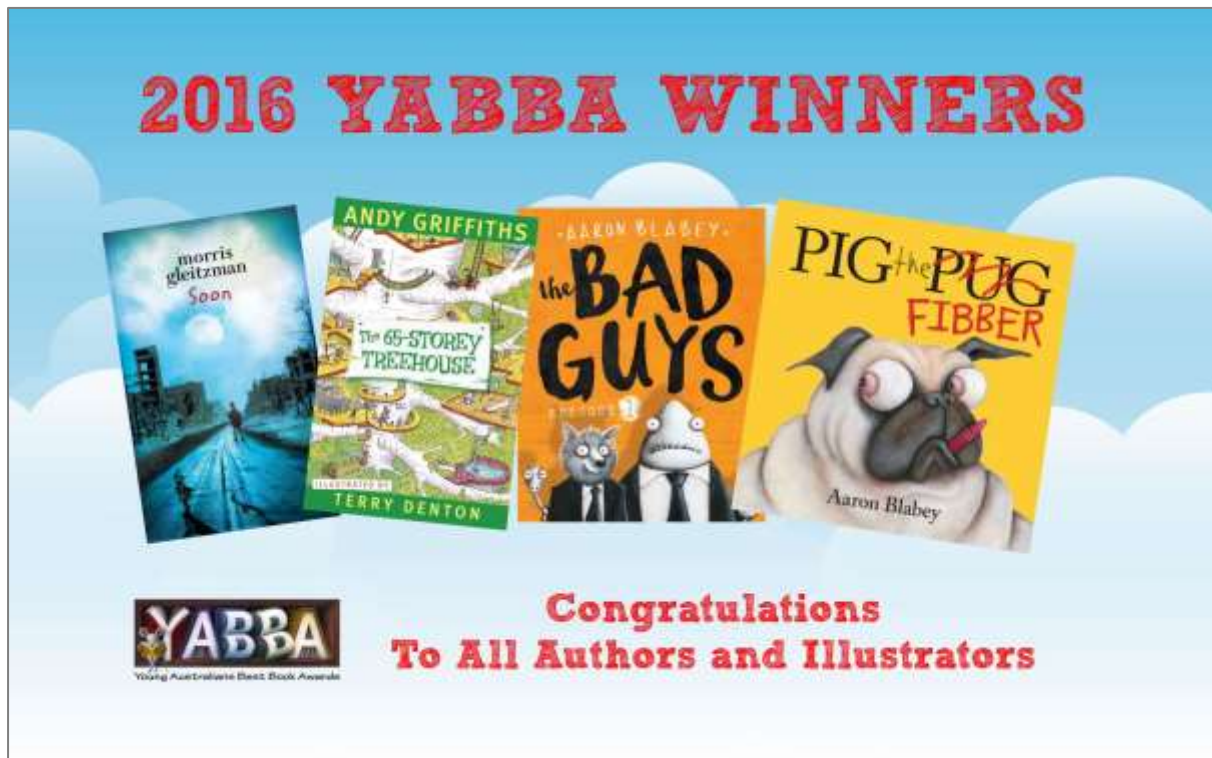
		Meetings Eligible to Attend	Meetings Attended
Michelle Nye	Awards Convenor and Chair	2	1
Sue Osborne	Committee Member	2	2
David Linke	Committee Member	2	1

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.

We need to add the following people to the YABBA Volunteers over the coming years – a Public Library Representative, an Author/Illustrator and 1-2 additional school based library personnel.



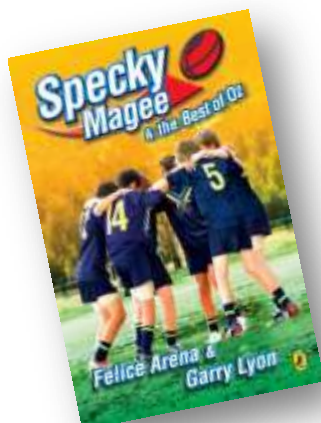
2016 YABBA Winners and Citations



Congratulations to the 2016 YABBA Winners

- **Soon**, written by Morris Gleitzman, published 2015 by Penguin Australia
- **The 65 Storey Treehouse**, written by Andy Griffiths, illustrated by Terry Denton, published 2015 by Pan MacMillan
- **The Bad Guys Episode 1**, written and illustrated by Aaron Blabey, published 2015 by Scholastic Australia
- **Pig the Fibber**, written and illustrated by Aaron Blabey published 2015 by Scholastic Australia

Hall of Fame –



Specky Magee and the Best of Oz was inducted into the YABBA Hall of Fame in 2016.

Specky Magee and the Best of Oz was first shortlisted in 2011 and hasn't missed a shortlist since.

Felice Arena was in attendance at the Awards Ceremony to accept the citation on behalf of all that were part of the books production.

The Graham Davey Citation –



Mrs Amanda Filshie

&

Mr Chris Filshie

Amanda and Chris provided YABBA incredible support and service over 10 years as Council Secretary and Website Administrator respectively.

All 2016 Winners received their citations on Wednesday 26 October 2016 at **St Thomas More Primary School** in **Angus Street Hadfield**. The YABBA Council thank the St Thomas More Primary community for their generous donation of the venue and the work in partnering with YABBA to produce the event.

After the awards ceremony the 392 children from 15 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.

Adam Wallace
Andrew Weldon
Andy Griffiths
 Anna Ciddor
Anna Walker
Belinda Murrell
 Bernadette Kelly
 Bob Graham
 Carole Wilkinson
 Caz Goodwin
 Corinne Fenton

Craig Smith
 Elise Hurst
Felice Arena
Fiona Wood
George Ivanoff
 Hazel Edwards
James Phelan
 Leigh Hobbs
 Marjory Gardner
 Mark Wilson
 Meredith Costain
 Michael Salmon

Nicky Johnston
 Nicole Hayes
 Paul Collins
Prue Mason
Sally Rippin
 Serena Geddes
 Sherryl Clark
 Sue Bursztynski
 Sue Lawson
Susannah McFarlane
Terry Denton

Authors and Illustrators highlighted in bold text were shortlisted in 2016.

The YABBA Signing Ceremony is a hugely popular component of the Awards Ceremony and integral to children's participation. The Council needs to carefully consider how each author and illustrator participates to ensure we meet the needs of the children in attendance and the value each author receives from their participation.

2016 Voting

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

We received votes from **14,980** children in 2016, which is a slight decrease on the previous year and includes both direct and indirect votes.

The YABBA Council has been diligent in generating new members each year, but we haven't been great at actually engaging them.

We need to move a true Key Account Management model where we actually engage each member on the direct thing they need to complete each term. This can be easily achieved with a dedicated email program outside of the newsletters.

We need to develop emails that focus on

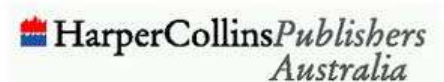
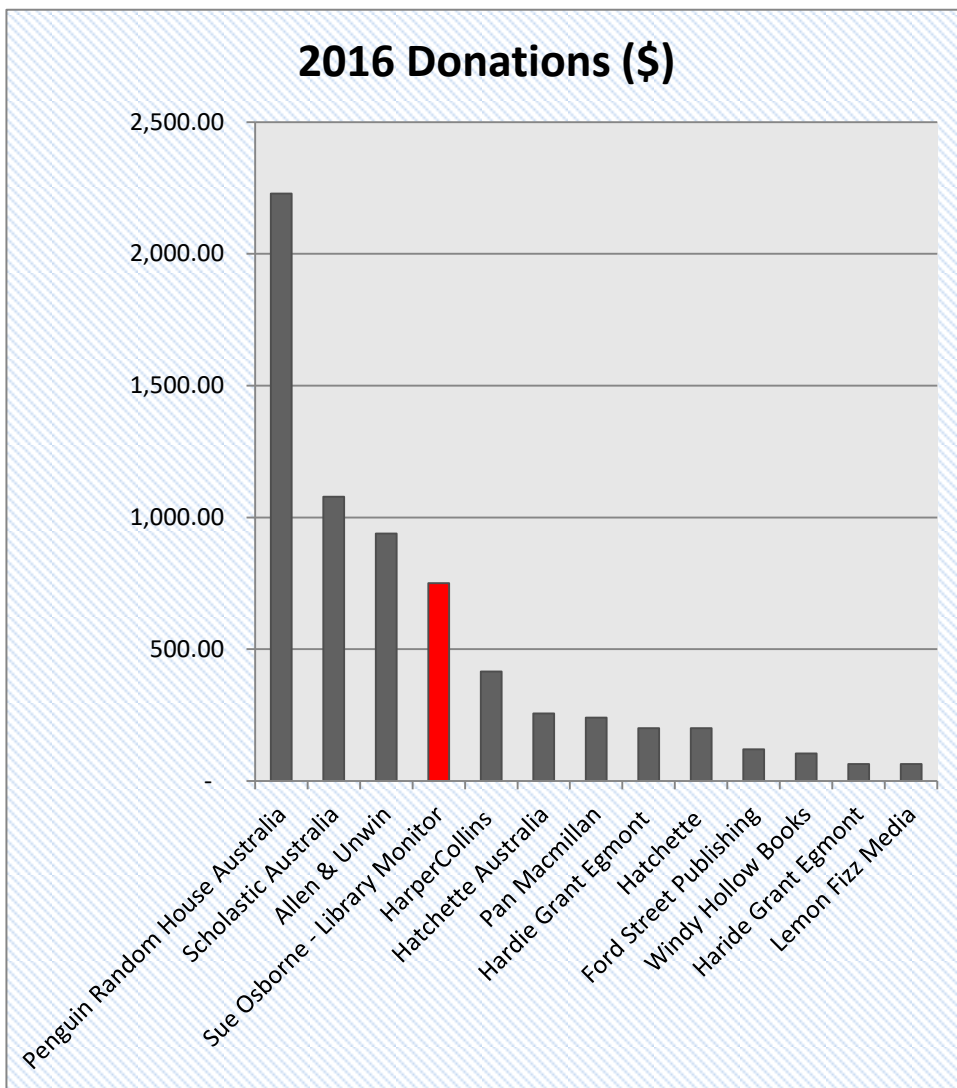
- 1. How to complete nominations*
- 2. Developing a display*
- 3. Engaging students with reading the shortlisted books*
- 4. How to participate as a*
 - a. Classroom Teacher*
 - b. Library Officer/Technician*
 - c. Librarian*
 - d. Teacher Librarian*
- 5. Voting strategies*
- 6. Prizes for the schools that actually achieve the highest percentage of votes in each "region" around the state.*



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 cash and in-kind contributions totalling **\$6,659**. We thank the companies and individuals that made these contributions –





In 2016 the YABBA Community and the entire REAL Awards consortium need to acknowledge the incredible generosity of Mrs Susan Osborne for her donation of \$750 to print the 2016 REAL Awards poster. Sue kindly agree to fund the production costs that allowed the YABBA Awards and our REAL Awards partners to produce a beautiful poster this year.

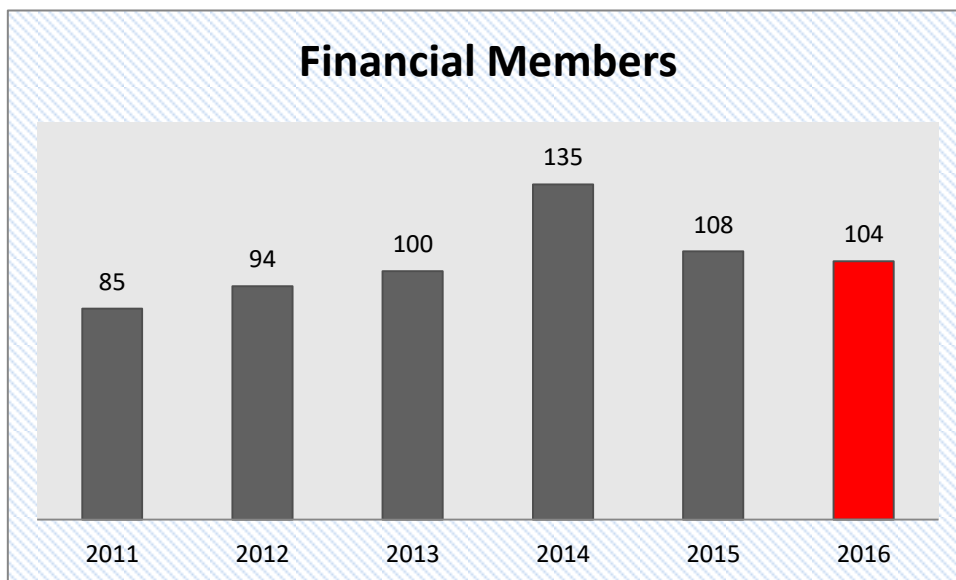
Membership Development and Engagement

In 2016 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 to 100 schools around St Thomas More Primary, the letter included -
 - Being written on St Thomas More Primary letterhead,
 - Being signed by the St Thomas More Deputy Principal as a personal invitation and presented St Thomas More as having negotiated a special offer for local schools,
 - a shortlist poster as a gift from St Thomas More,
 - a membership offer that gave local schools a significant discount on joining YABBA.

All members received the following items as part of their membership fee in 2016

- A 2016 shortlist poster
- 3-5 copies of the Winners Poster



The significant marketing components in 2016 included –

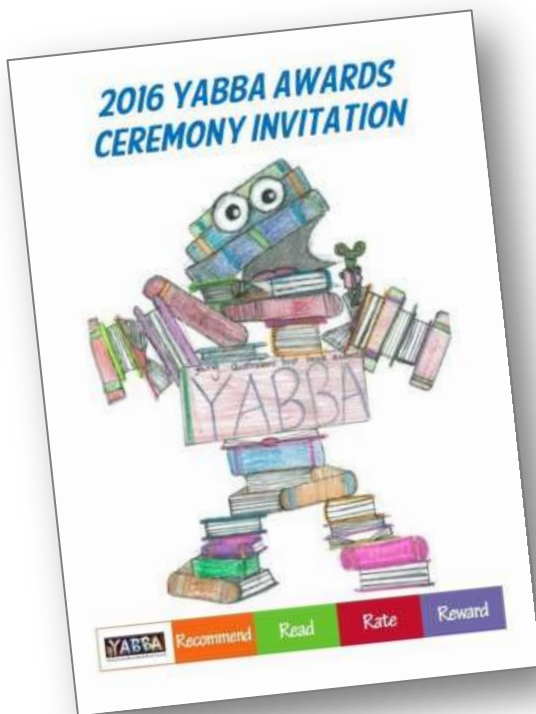
- YABBA invested heavily in the MailChimp platform with an upgrade to a paid plan that allowed automated communications as appropriate with members and prospects.
- The MailChimp platform continued to be the cornerstone of our communication program with YABBA delivering 18 different email broadcasts to 991 contacts.
- The YABBA Facebook page seems to have overtaken the Twitter feed as a great communication channel with Authors and Illustrators.
- Each student that attended the Awards Ceremony was provided with a Winners Bookmark showing the 2016 YABBA Winners.
- Every financial member on Awards Ceremony day was sent 3-5 copies of the A3 Winners Poster to display around their school.
- YABBA engaged a professional photographer to record the Awards Ceremony.
- YABBA attempted to sell 3 packs of the shortlist poster, less than 25 schools purchased posters which indicates a new strategy is needed to for YABBA to secure any reasonable income from poster sales.
- 25 authors and illustrators agreed to distribute the 2016 Shortlist poster to schools during their book week visits. This distribution channel was highly successful in getting the YABBA message to more schools and is worth continuing into the foreseeable future.



Thanks and Appreciation

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

Mr Andrew Weldon for kindly and generously donating his artwork for the production of the Shortlist Poster.



Miss Alessandra Matic for designing the poster which became our official 2016 Invitation and Autograph Card design.

YABBA.org.au



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