

2017 Annual Report



Young Australians Best Book Awards

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President's Message

2017 has been a successful year for YABBA, though not without challenges.

This year we entered into a partnership with the Victorian Department of Education and Training (DET) to deliver a series of virtual author and illustrator visits. We dubbed these visits the Virtual Ambassadors Program (VAP) as a method of continuing the fantastic work we started with the Copyright Agency a few years ago.

We continued our 6 year unbroken run of securing a shortlist poster sponsor, with Lamont books donating the funds we, and our REAL Awards Partners, need to design and print the shortlist poster. We are grateful for the support of Lamont's to continue this great piece of the YABBA year.

The challenges of a volunteer run organisation never cease to amaze and excite me. Watching the growth in the YABBA Council team and the work that we deliver is a true personal reward.

As a community we continue to be challenged in ensuring relevancy in terms of nominations and votes. This year we received a record 12,000+ direct votes, whilst it might be easy to attribute all these votes to the VAP program, I think that would be discounting many years of momentum. It is this momentum that we need to capture to continue to build engagement with children.

After 5 years leading YABBA it is time for me to refocus my efforts from operational to strategic over the coming period. To that end, I begin the formal succession process, a structured systematic plan to find the next YABBA President. The organisation needs to move beyond my personal efforts and my personal commitments, over the coming years we as a group need to seek the next President and continue Council renewal.

Truly humbled to lead this organisation,



David Linke
YABBA President

Council Members

The annual YABBA program is conceived 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 2017 YABBA Council included –

		Meetings Eligible to Attend	Meetings Attended
David Linke	President	9	9
John Crabb	Secretary	9	7
Michelle Nye	Awards Convenor	9	8
Mark Matic	Treasurer	9	8
Robyn Donoghue	Social Media Coordinator	9	9
Wendy Moore	<i>Resigned 6 March 2017</i>	1	1
Carmel Eyre	<i>Resigned 5 June 2017</i>	3	3
Peter Marriott	<i>Appointed 4 September 2017</i>	4	4

The sub-committee model that we've been using over the past few years was very informal in 2017.

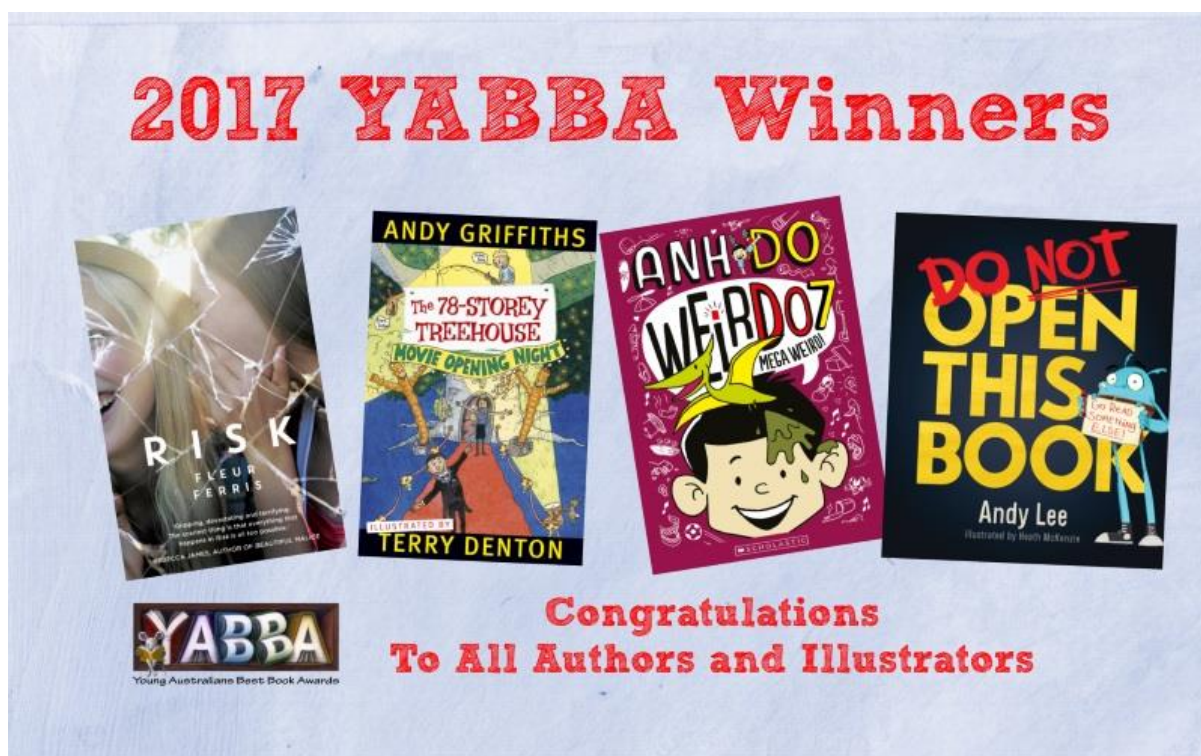
The Awards Sub-Committee – This committee was charged with counting nominations and votes at the required times in 2017.

		Meetings Eligible to Attend	Meetings Attended
Michelle Nye	Awards Convenor and Chair	1	1
David Linke	Committee Member	1	1
Robyn Donoghue	Committee Member	1	1
Carmel Eyre	Committee Member	1	1

The YABBA Council needs to source Council members with Public Library connections and Children's book industry connections.



2017 YABBA Winners and Citations



Risk, written by Fleur Ferris, published 2015 by Random House Australia

The 78 Storey Treehouse, written by Andy Griffiths, illustrated by Terry Denton, published 2016 by Pan MacMillan

WeirDo: Mega Weir!, written by Anh Do and illustrated by Jules Faber, published 2016 by Scholastic Australia

Do Not Open This Book, written by Andy Lee and illustrated by Heath McKenzie published 2016 by Lake Press

The Graham Davey Citation –



Hazel Edwards

Hazel has written more than 200 books for children across a 30 year writing career. Hazel's works extend across all genres and all formats.

Hazel has been a tireless YABBA supporter with a fantastic record of volunteering through Awards Ceremony attendance.

All 2017 Winners received their citations on Tuesday 31 October 2017 at **Hampton Park Secondary College** in Fordholm Road Hampton Park. The YABBA Council thank the Hampton Park Secondary community for their generous donation of the venue and the work in partnering with YABBA to produce the event.

After the awards ceremony the 324 children from 10 schools in attendance participated in the traditional signing ceremony. The YABBA Council thank the 27 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	Fleur Ferris	Nicky Johnston
Alex Miles	Gabrielle Wang	Nicole Hayes
Andy Griffiths	George Ivanoff	Paul Collins
Anna Walker	Heath McKenzie	Sally Rippin
Bernadette Kelly	James Foley	Sherryl Clark
Carole Wilkinson	Meredith Costain	Spider Lee
Caz Goodwin	Michael Panckridge	Terry Denton
Claire Saxby	Michael Salmon	Tim Harris
Corinne Fenton	Michelle Vasiliu	Tony Wilson

Authors and Illustrators highlighted in bold text were shortlisted in 2017

2017 Voting

2017 saw a record number of direct votes received, this is a great result, but we can do better.

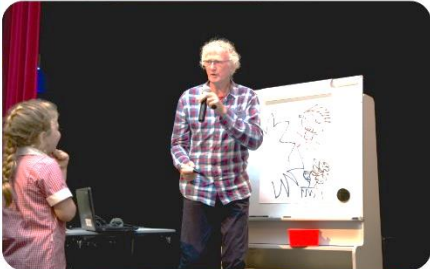
We received votes from **11,936** children in 2017.

2018 is the year to implement this process that I've discussed for a couple of years now

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

We need to develop emails that focus on

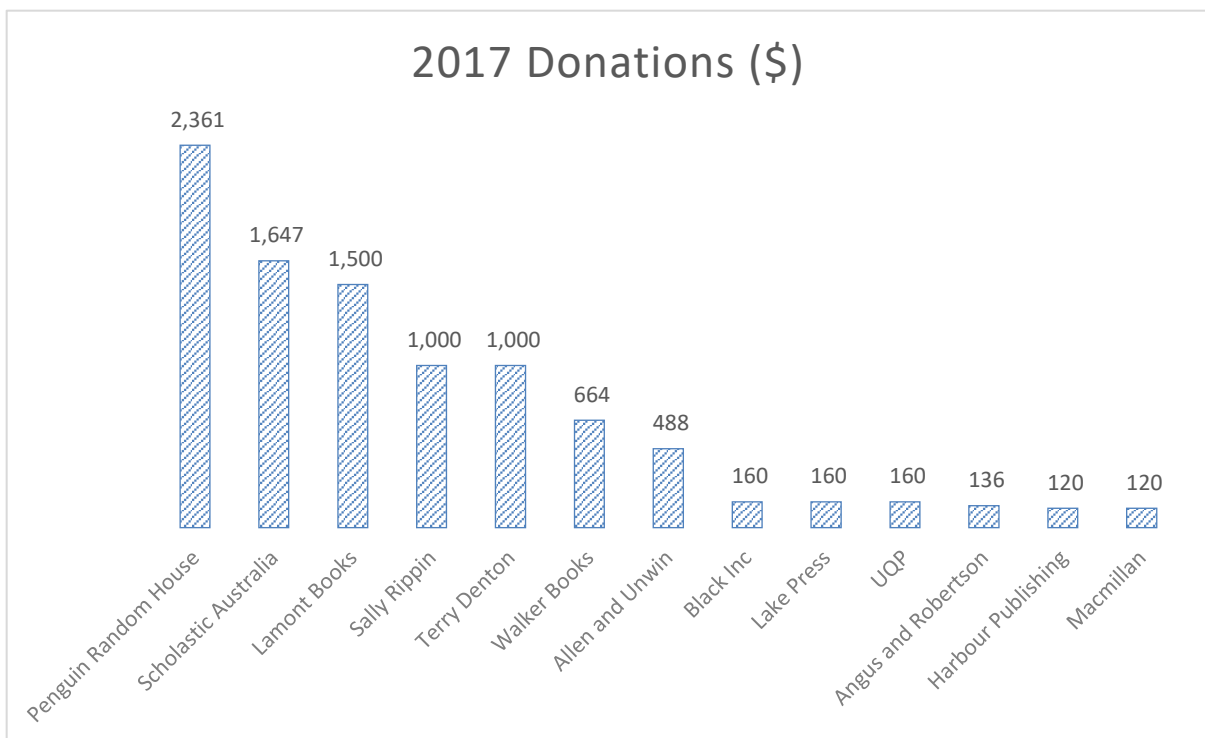
- 1. How to complete nominations*
- 2. Developing a display*
- 3. Engaging students with reading the shortlisted books*
- 4. How to participate as a*
 - a. Classroom Teacher*
 - b. Library Officer/Technician*
 - c. Librarian*
 - d. Teacher Librarian*
- 5. Voting strategies*
- 6. Prizes for the schools 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 **\$9,514.84**. We thank the companies and individuals that made these contributions –



LAMONT BOOKS

In 2017 the YABBA Community and the entire REAL Awards consortium need to acknowledge the incredible generosity of Lamont Books for their donation of \$1500 to print the 2017 REAL Awards poster.

Sue kindly agree to fund the production and distribution costs that allowed the YABBA Awards and our REAL Awards partners to produce a beautiful poster this year.



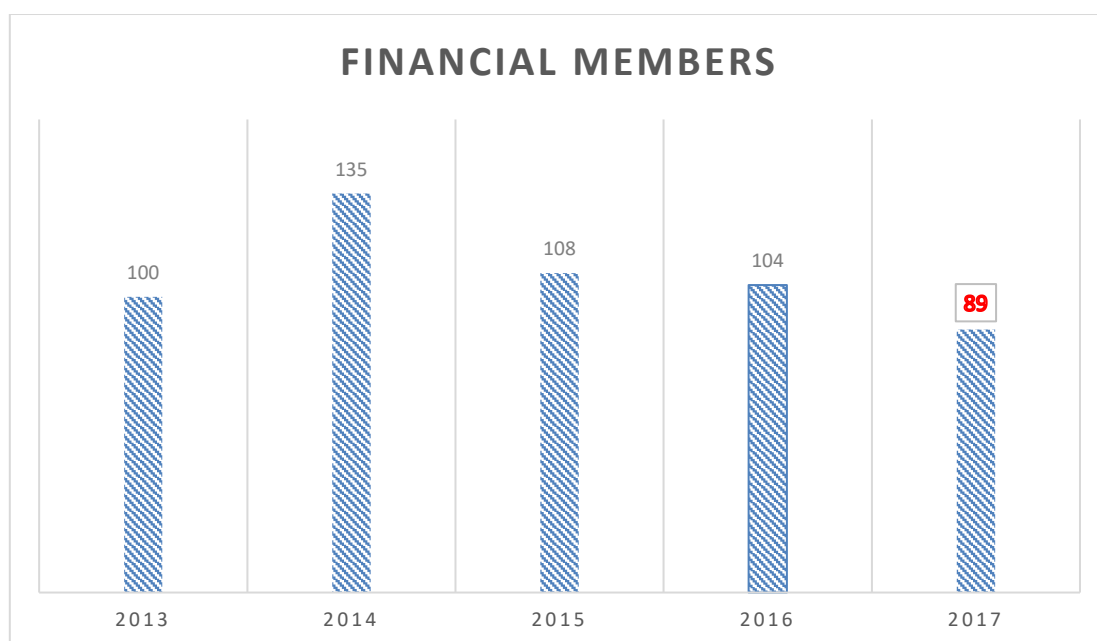
Membership Development and Engagement

2017 proved a challenge for membership development, continuing the worrying trend of the past few years.

The biggest worry is that YABBA Membership contains far more today than has been the case at any time over our 30 year history.

2017 YABBA Members received

- A Shortlist Poster
- 3 copies of the Winners Poster
- Attendance at the Awards Ceremony
- Regular book prizes across the year
- 9 virtual author visits they could attend
- A process to nominate online
- A process to vote online



Through our partnership with the Victorian Department of Education and Training (DET) we signed up all Victorian Primary Schools as YABBA members in 2017, which means we had 1184 DET Primary Schools as members.

Virtual Ambassadors Project

In late 2016, the Victorian Department of Education and Training (DET) requested support from YABBA to help them coordinate a series of virtual author visits via their virtual learning platform.

YABBA was able to negotiate this support request into a commercial arrangement which became the Virtual Ambassadors Project (VAP).

The VAP program consisted of

- All Victorian Primary Schools becoming financial YABBA members for 2017
- 9 virtual author visits of 45 minutes duration delivered to schools across Victoria
- Live streaming of the Awards Ceremony
- A shortlist poster sent to all Victorian Primary Schools
- A winners poster sent to all Victorian Primary schools
- 140 schools actually signed up to attend a VAP session
- 11,000 students were able to participate across the 9 sessions

YABBA is delighted to have partnered with DET to have these authors and illustrators present to schools via the virtual learning platform

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- | | |
|------------------|---------------------|
| ▪ Felice Arena | ▪ Terry Denton |
| ▪ Sally Rippin | ▪ Leigh Hobbs |
| ▪ Robin Cowcher | ▪ George Ivanoff |
| ▪ Corinne Fenton | ▪ Hazel Edwards |
| ▪ Adam Wallace | ▪ Oliver Phommavanh |
| ▪ Serena Geddes | |
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Lessons to extend into the future

If we consider the DET funds as seed funding, we have the basis of an exciting and timely addition to the annual YABBA program. We should extend this project into years to come through increased YABBA Membership Fees – a new tier or pay-per-view.

YABBA is in the box seat to capture the financial and brand benefits of extending this program and selling access to other organisations – REAL Award Partners, SLAV, CBCA etc.



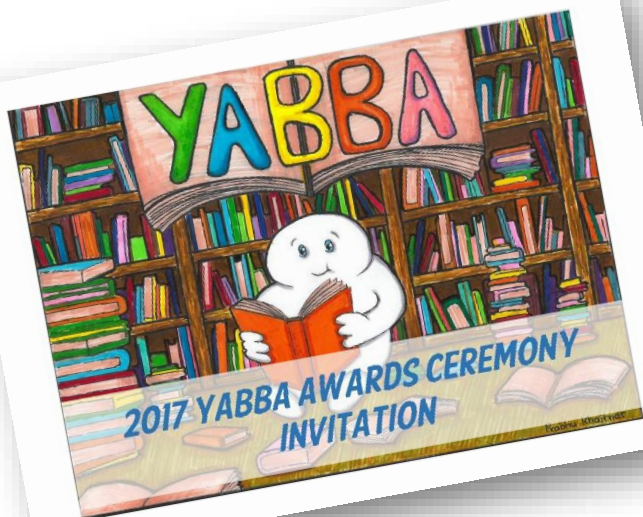
Thanks and Appreciation

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

Mr Leigh Hobs for kindly and generously donating his artwork for the production of the Shortlist Poster.



Mr Prabhu Khairnar for designing the poster which became our official Invitation and Autograph Card design.



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Young Australians Best Book Awards