



Young Australians Best Book Awards

# 2013 ANNUAL REPORT

2 DECEMBER 2013

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



The Young Australians Best Book Awards Council (YABBA) has delivered a successful 2013 program.

I pause for a moment to reflect upon the enormous legacy left by the sad and untimely passing of Graham Davey. Graham was elected YABBA President in 1993 and held that position until April this year. Graham was unquestionably the cornerstone of YABBA for those 20 years - his workload, devotion and commitment was without equal and he leaves an enormous legacy.

In May 2013 the YABBA Council elected me, David Linke, President. I thank the Council for their nomination and entrusting me with this position. I'm honoured to succeed Graham in this role. Having occupied the chair for the past eight months I now truly appreciate the workload that Graham carried. The workload to deliver the annual YABBA program is large and getting larger.

## 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 2013 YABBA Council included -

	Position	Meetings Eligible to Attend	Meetings Attended
David Linke	President (elected 22 April 2013) Marketing Coordinator	9	9
Richard Bennett	Treasurer and Secretary	9	9
John Crabb	Minutes Secretary	9	8
Graham Davey	President (until 11 April 2013)	2	2
Alex Frew	Membership Development Coordinator Awards Convenor	9	9
Bernadette Kelly	Council Member	9	8
Kate Love	Council Member (resigned 3 June 2013)	3	3
Sue Osborne	Social Media Coordinator Membership Engagement Coordinator	9	8
Elsa Unkles	Council Member	9	5

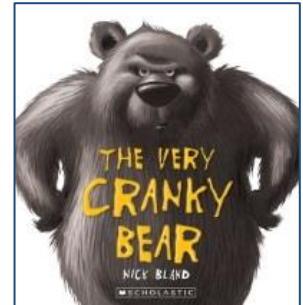
## 2013 Winners

Congratulations to the 2013 YABBA Winners

- **After**, written by Morris Gleitzman, published by Penguin Australia
- **The 26 Storey Treehouse**, written by Andy Griffiths, illustrated by Terry Denton and published by Pan MacMillan
- **The Golden Door**, written by Emily Rodda published by Scholastic Omnibus
- **Pooka**, written by Carol Chataway, illustrated by Nina Rycroft and published by Working Title Press



2013 saw the inauguration of the Graham Davey Citation to honour the dedication that Graham made to the YABBA Awards over two decades. The very first recipient of the Graham Davey Citation is a book that the 2013 YABBA Council considered one which Graham would love. The book is **The Very Cranky Bear**, written and illustrated by Nick Bland, published by Scholastic.



All 2013 Winners received their citations on Wednesday 6 November 2013 at **Haileybury Castlefield in South Road Brighton**. The YABBA Council thank the Haileybury Castlefield community for the generous donation of the venue and the work in partnering with YABBA to produce such a wonderful event.

After the awards ceremony the 307 children in attendance participated in the traditional signing ceremony. The YABBA Council thanks these authors and illustrators for donating their time on the day.

Felice Arena  
Sue Bursztynski  
Margaret Clark  
Sherryl Clark  
Hazel Edwards  
Elizabeth Fensham  
Corrine Fenton

Andy Griffiths  
Catriona Hoy  
George Ivanoff  
Nicky Johnston  
Bernadette Kelly  
Jackie Kerin

Oliver Phommavanh  
Claire Saxby  
Michelle Vasiliu  
Coral Vass  
Gabrielle Wang  
Bruce Whatley  
Carole Wilkinson

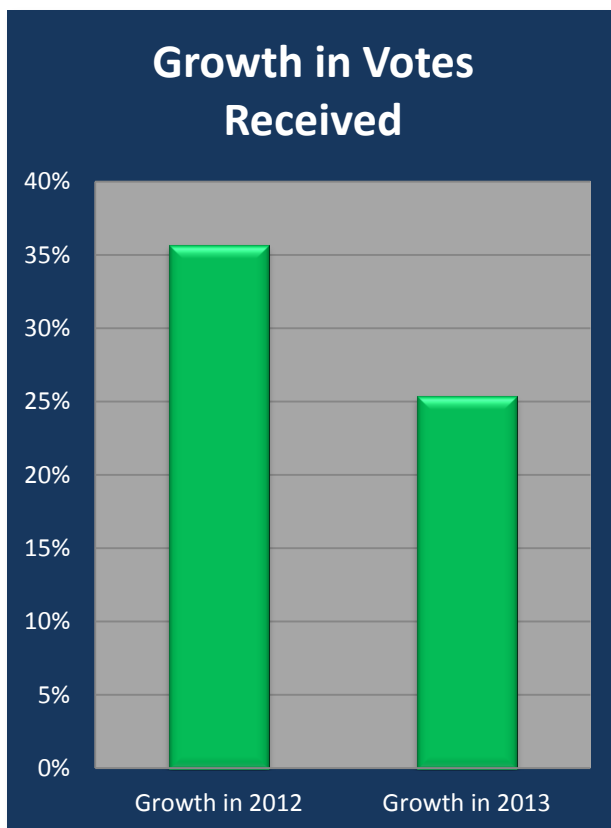
## Votes

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.

For many years Graham Davey reported the anomaly of financial members who don't vote, members who vote but don't nominate and even members that nominate but don't vote. This situation continues in 2013.

The challenge for the entire YABBA community is to work collectively on improving the relevance of the YABBA Awards by increasing the number of children that recommend, read, rate and reward Australian books each year. We are all connected by the belief that children should have a say on the books **they** think are the best. This is most easily expressed through the nomination and voting process.

In 2013 children were able to reward their favourite Australian book by voting on paper ballots, the



online voting form or for the first time, through the official YABBA Voting App.

Through the sponsorship of **EdAlliance Pty Ltd**, the YABBA Council released the official YABBA Voting App. This allowed children to reward their favourite book via an iPad for the first time.

In 2014 YABBA will enhance the app with new features and allow voting from more devices.

The YABBA Awards received votes from **15,363** children in 2013.

Votes are increasing over the past three years

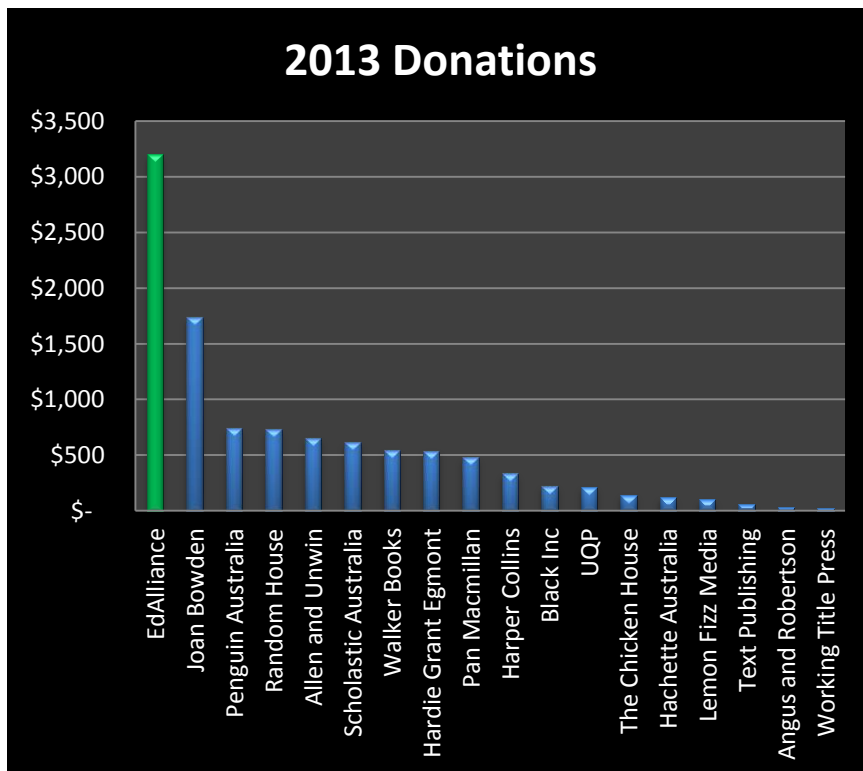
## Funding and Sponsorship

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.

Throughout 2013 the Fundraising Sub-committee submitted three grant applications. To date we haven't been successful in receiving a grant, but we are ever hopeful for a positive outcome on a current submission. Each new grant application builds knowledge and experience that will lead to successful submissions in the near future.

With Graham Davey's passing a number of individuals and companies directly linked to his immediate family kindly made donations in his name. We thank Cengage Learning, Angela Nicolai and Natasha Moshinsky for their kind donations.

Whilst YABBA didn't receive many cash donations, we did receive significant in-kind contributions totalling **\$10,493**. We thank the companies and individuals that made these contributions -



PENGUIN BOOKS



RANDOM HOUSE AUSTRALIA

ALLEN & UNWIN



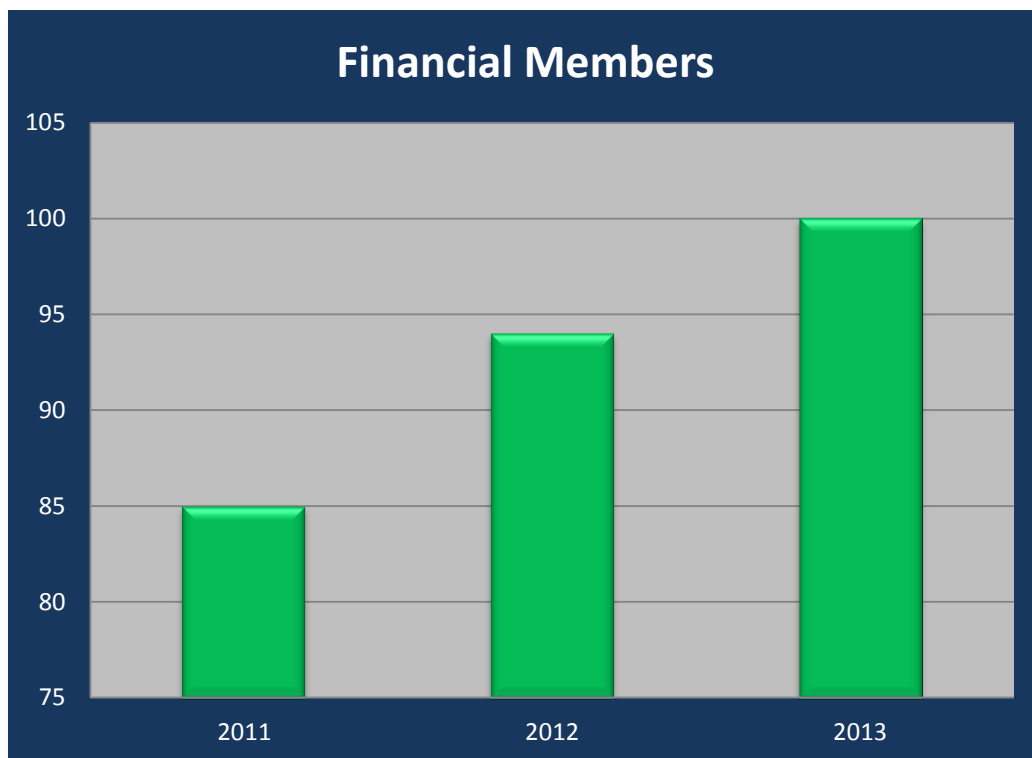
## Membership Development and Engagement

In 2013 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
  - 130 schools in close proximity to the Awards Ceremony location
- Through sponsorship from EdAlliance, YABBA participated in eight tradeshows in Melbourne, Adelaide, Sydney and Perth delivering the YABBA message to many schools
- The release of four videos recorded at the 2012 YABBA Awards Ceremony

All schools, public libraries and individuals that became a member in 2013 were sent a welcome pack that included -

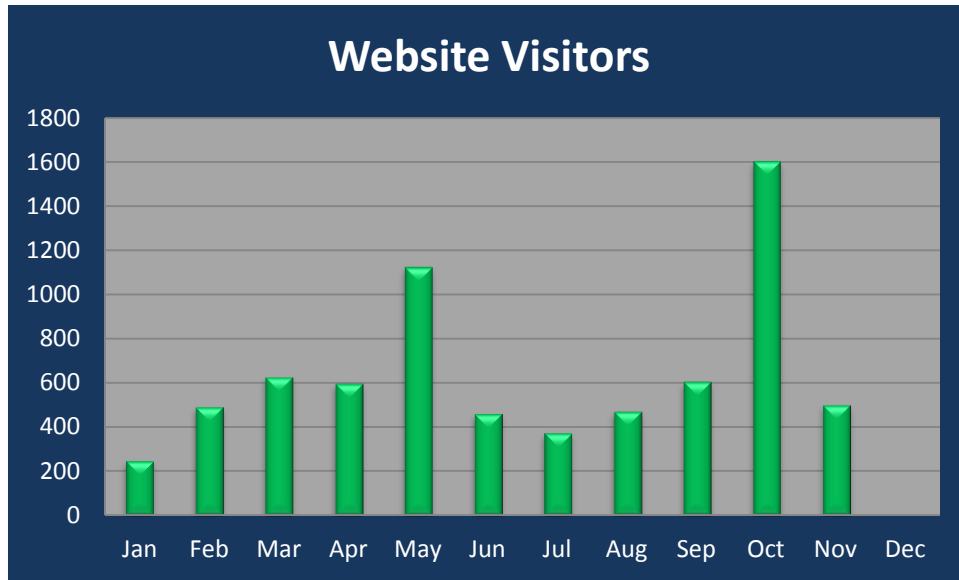
- An A3 poster detailing the 2012 winners
- A letter of introduction from the President
- The 2013 Important YABBA Dates calendar



Membership numbers are increasing

Active communication with current and prospective members was achieved through –

- The new YABBA Website
  - Officially launched at the 2012 Awards Ceremony
  - The new website has received much positive feedback
  - Traffic to the website has been consistent – though much improvement is possible



The website visitors reflect the activity levels of the YABBA program across the year

- All email communications between the YABBA Council and our stakeholders moved to a unified domain for all email addresses – [president@yabba.org.au](mailto:president@yabba.org.au), [answers@yabb.org.au](mailto:answers@yabb.org.au), [social@yabba.org.au](mailto:social@yabba.org.au), [awards@yabba.org.au](mailto:awards@yabba.org.au) – This should increase brand awareness with our stakeholders over time.
- All newsletter communications and email marketing campaigns were moved to the MailChimp platform allowing consistent branding and accurate reporting of the engagement of these communication channels.
- YABBA established an active Twitter presence in 2013 and expects this social media platform to become an increasingly larger part of our communication strategy into the future.
- YABBA printed a tradeshow pull-up banner that allowed visual branding at tradeshows and events attended across the year.
- The pull-up banner provided direction to the visual branding adopted by YABBA across all communications in 2013 – website, MailChimp, letters.



