



# 2018 Annual Report

David Linke  
3 December 2018



8 DECEMBER 2014



## President's Message

2018 saw YABBA take on even more and deliver a bigger program.

This year we recontracted our partnership with the Victorian Department of Education and Training (DET) to deliver a series of virtual author and illustrator visits. These sessions have been a strong component of our program as shown in votes from Government schools.

The virtual author visit program is a huge program for a volunteer group like YABBA. Special mention needs to be made of the work contributed by Michelle Nye and John Crabb in ensuring this project was successful. This project would not have been possible without their hard work.

Longer term, YABBA needs to complete significant thinking about how best resource this project. This may require an employee to actually deliver the work, attend the program and ensure the work of Michelle and John is maintained

We continued our 7 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.

Truly humbled to lead this organisation,



David Linke  
YABBA President

## Council Members

The annual YABBA program is conceived and delivered by volunteers.

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 2017 YABBA Council included –

		Meetings Eligible to Attend	Meetings Attended
David Linke	President	9	8
John Crabb	Secretary	9	9
Michelle Nye	Awards Convenor	9	9
Mark Matic	Treasurer	9	8
Robyn Donoghue	Social Media Coordinator	9	9
Peter Marriott	Committee Member	9	5

The sub-committee model that we've been using over the past few years was very informal in 2018.

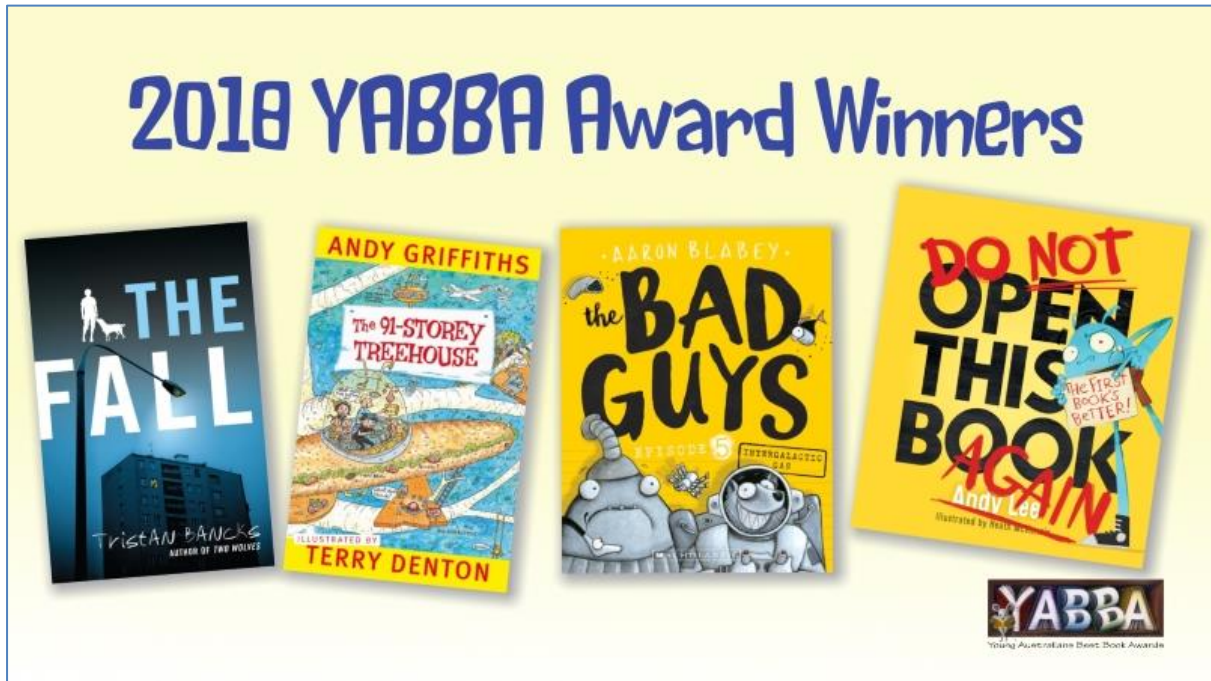
**The Awards Sub-Committee** – This committee was charged with counting nominations and votes at the required times in 2018.

		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

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



## 2018 YABBA Winners and Citations



**The Fall**, written by Tristan Bancks, published 2017 by Penguin Random House Australia

**The 91 Storey Treehouse**, written by Andy Griffiths, illustrated by Terry Denton, published 2017 by Pan MacMillan

**Bad Guys: Intergalactic Gas**, written and illustrated by Aaron Blabey, published 2017 by Scholastic Australia

**Do Not Open This Book Again!**, written by Andy Lee and illustrated by Heath McKenzie published 2017 by Lake Press

## The Graham Davey Citation –



## Meredith Costain

Meredith has written 100's books for children across all genres, all formats and edited literature magazines for children.

Meredith has been an incredible supporter of YABBA over many decades.

All 2018 Winners received their citations on Tuesday 30 October 2018 at Mernda Central College. The YABBA Council thank the Mernda Central College community for their generous donation of the venue and the work in partnering with YABBA to produce the event.

After the awards ceremony the 404 children from 15 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.

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Adam Wallace	<b>Dale Baker</b>	Michael Salmon
Alex Miles	<b>Felice Arena</b>	Nicky Johnston
<b>Andy Griffiths</b>	<b>George Ivanoff</b>	<b>R.A. Spratt</b>
<b>Belinda Murrell</b>	Hazel Edwards	Serena Geddes
Carole Wilkinson	<b>Heath McKenzie</b>	Sherryl Clark
Caz Goodwin	<b>James Hart</b>	Spider Lee
Claire Saxby	Mark Wilson	Sue Bursztynski
Coral Vass	<b>Meredith Costain</b>	<b>Tim Harris</b>
Craig Smith	Michael Panckridge	Tony Wilson

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*Authors and Illustrators highlighted in bold text were shortlisted in 2018*

## 2018 Voting

2018 saw a consistent number of votes, though highlighted the challenge of individual schools no longer participating. When schools with large number of votes no longer participate we can see dramatic changes in total votes.

This year showed strong growth of votes from small regional government schools, this highlights the success of the Virtual Author

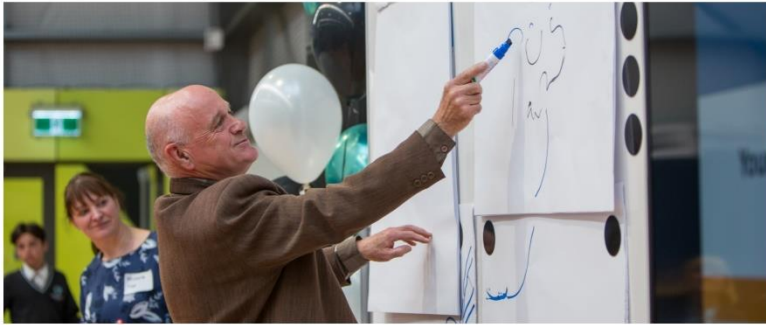
We received votes from **9,936** children in 2018.

**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.**

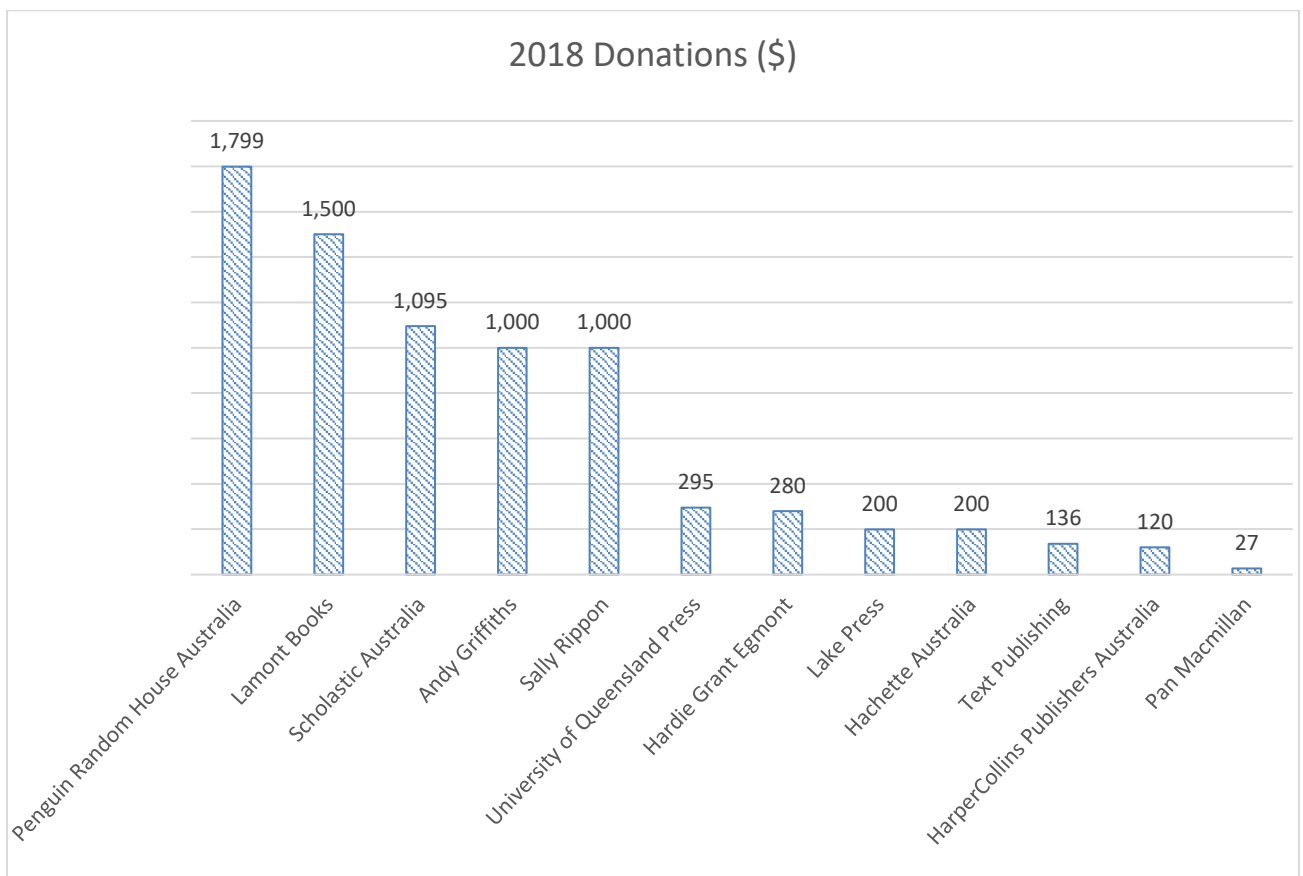




## Sponsorship

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 –



In 2018 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 2018 REAL Awards poster.

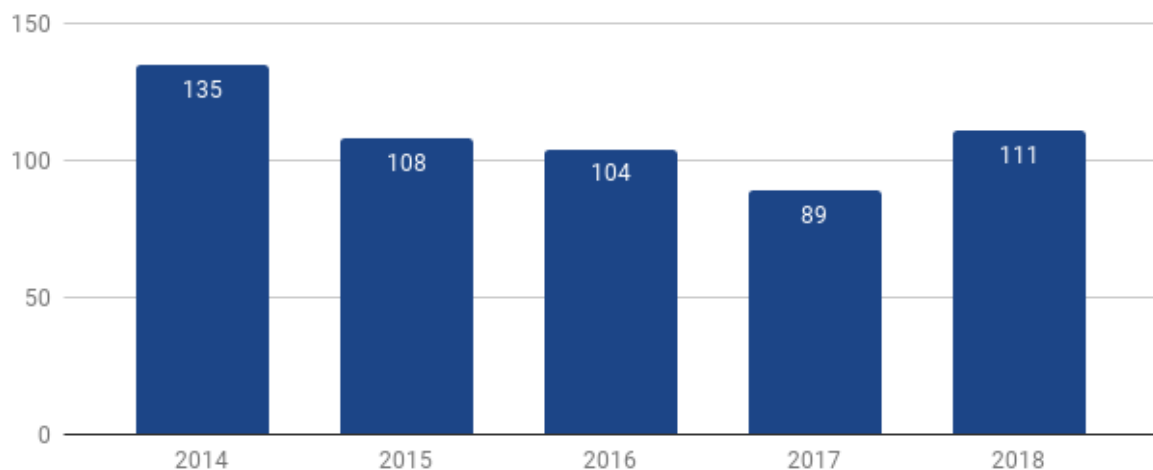
# Membership Development and Engagement

2018 stabilised this year, but we have much work to complete to ensure that we can actually drive the organisation forward.

2018 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

## Financial Members



# Virtual Ambassadors Project

YABBA and the Department of Education and Training (DET) continued our partnership to delivery virtual author sessions to Victorian schools.

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
- 8 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
- 176 schools actually signed up to attend a VAP session

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 Heath McKenzie for kindly and generously donating his artwork for the production of the Shortlist Poster.



Mr Romeo Gurung for designing the poster which became our official Invitation and Autograph Card design.

