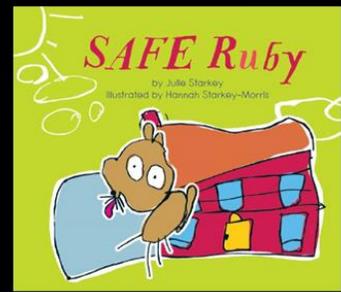


ANNUAL REPORT 2019/20



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TABLE OF CONTENTS

WELCOME _____	3
Extract from our constitution _____	3
Membership _____	4
Management Committee _____	4
2019/20 Committee Members _____	4
2019-20 HIGHLIGHTS _____	5
Book launch: <i>The Boab Tree</i> _____	5
Corrugated Lines: The Abridged Version _____	5
The Backroom Press Writing Prize _____	6
Book launch: <i>Me and My Semicolon</i> _____	6
PUBLISHING UPDATE _____	7
Books published this year _____	7
Books sold this year _____	7
CHAIRPERSON'S REPORT _____	8
TREASURER'S REPORT _____	9
FINANCIAL STATEMENTS _____	10

WELCOME

We are delighted to bring you the highlights of 2019-20 in this Annual Report. In this year of 'the new normal', dealing with COVID-19, Backroom Press has still managed to achieve great things. In addition to setting out our highlights for the year, this report sets out a summary of our sales and our financial statements since our previous AGM.

Extract from our constitution

- A. The name of the Association is Backroom Press Incorporated
- B. The objects of the Association are:
 - a. To help educate the public about our region through the publication of books with subject matter or themes drawn from the Kimberley
 - b. To foster understanding between community groups
 - c. To promote the interests of diverse groups in the community
 - d. To raise funds to support inter-community educational projects
 - e. The property and income of the Association shall be applied solely towards the promotion of the objects or purposes of the Association and no part of that property or income may be paid or otherwise distributed, directly or indirectly, to members of the Association, except in good faith in the promotion of those objects or purposes.
- C. Any **eight** members personally present (being members entitled to vote under these rules at a general meeting) will constitute a quorum for the conduct of business at a general meeting.
- D. Any **four** committee members constitute a quorum for the conduct of the business of a committee meeting.
- E. The Association's financial year will be the period of 12 months commencing on 1 July and ending on 30 June of each year.

Backroom Press Inc was founded in 2006 and became incorporated as a not-for-profit organisation in 2009. We publish books from or about the Kimberley, WA, and support community events and educational projects in Broome and beyond.

Membership

There is a once-only joining fee of \$10. To become a member visit our website:

<http://backroompress.com.au/index.php/get-involved/> (PayPal available), or sign up in person at the AGM (cash only).

All members are invited to volunteer and contribute their ideas about the priorities and activities of the organisation. These include running and taking part in public and educational events, publishing books, and finding ways of raising our profile in the community. Members are added to our email list, receive copies of our e-Bulletin, *Backroom Bytes*, and are encouraged to attend our AGM.

No. of members: 73

Management Committee

The Backroom Press Management Committee of eight manages the affairs of the Association.

2019/20 Committee Members

Gillian Kennedy (Chairperson)

Joyce Hudson (Deputy Chairperson)

Christine Elsasser (Treasurer)

Sarah Tobias (Secretary)

Pat Lowe

Deb Courtney

Trish Pepper

Vicki Carroll

2019–20 HIGHLIGHTS

Book launch: *The Boab Tree*

In November 2019 we enjoyed a lively launch of the second edition of Pat Lowe's *The Boab Tree* at the Broome Public Library. Environs Kimberley ecologist, Malcolm Lindsay, launched the book and interviewed Pat about her love of this "colossus of the bush". Pat had the crowd (of one hundred or so punters) enthralled. It was a most entertaining evening. The Library staff, in typical form, were wonderful, generous hosts.



Corrugated Lines: The Abridged Version



The ninth annual Corrugated Lines festival was supported by Backroom Press again this year. Backroom Press Secretary, Sarah Tobias, did a fabulous job as the festival coordinator, and Pat Lowe and Gillian Kennedy assisted from the sidelines. Due to COVID restrictions the festival was much smaller than we had originally planned – taking up only half the weekend – but it was

no less engaging for the community. Our events included the inaugural Backroom Press Writing Prize (see below) and the delightful *Story Time with Jonni and Pat*, held at the Broome Public Library, which saw Pat Lowe and 8-year-old Jonni Ockerby and her mum chatting about their love of books, writing and stories.

The Backroom Press Writing Prize

One of the aims of Backroom Press is to support Kimberley writers by giving them a platform to have their work read by a broader audience. This year we held the first ever Backroom Press Writing Prize competition. We invited anyone who had spent time in the Kimberley to submit to us a short story of 2000 words or less. We received 12 entries and judges selected three winners. An additional two were highly commended. The prize money was taken from the donated royalties from Suzie Sickert's *Beyond the Lattice* and the winning entries were published on our website.



Book launch: *Me and My Semicolon*

Almost two years since she passed away, Rani Middleton's blog-turned-book, *Me and My Semicolon*, was launched at St Mary's College on 15th October 2020. This publication was lovingly brought to reality by dedicated members of the Backroom Press team - in particular, Trish Pepper and Pat Lowe, who edited the manuscript, Christine Elsasser, who managed the design and



printing process, and Joyce Hudson, who coordinated the sales and distribution. We worked closely alongside Rani's husband, Nathan Laird, and her parents, Juliet and Matthew Middleton. The launch was bittersweet, but also a reminder of the wonderful person that Rani was. Many of her family and friends attended – both in person and online, via Facebook Live. The staff and students at St Mary's were so generous in hosting, catering and providing entertainment for the event. Vanessa Mills did a wonderful job as MC and Deb Hannagan officially launched the book, giving a heartfelt speech.

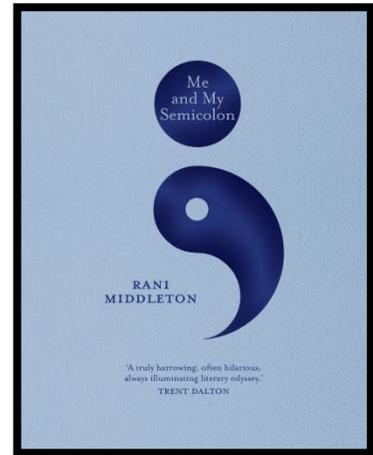
PUBLISHING UPDATE

Books published this year

- *Me and My Semicolon* by Rani Middleton

Books sold this year

(1 October 2019 to 30 September 2020)



	TITLE	AUTHOR & ILLUSTRATOR	PUBL. DATE	COPIES SOLD 2018/19	COPIES SOLD THIS YEAR
1	<i>Me and My Semicolon (hardcover edition)</i>	Rani Middleton	2020	n/a	150
2	<i>The Boab Tree 2nd Edition</i>	Pat Lowe	2019	n/a	471
3	<i>Mrs Millar's Frogs 2nd edition</i>	Annette Millar & Kerry Anne Jordinson	2019	690	457
4	<i>Beyond the Lattice: Broome's early years 2nd edition</i>	Susan Sickert	2017	150	93
5	<i>Storm Pearl</i>	Kerry Anne Jordinson	2017	235	124
6	<i>SAFE Ruby</i>	Julie Starkey & Hannah Starkey-Morris	2016	249	25
7	<i>Our Friends the Termites</i>	Pat Lowe	2015	78	49
8	<i>Jimmy and Pat Meet the Queen reprint</i>	Pat Lowe & Jimmy Pike	2013	52	16
9	<i>Bobby's Surprise</i>	Kerry Anne Jordinson	2012	267	170
10	<i>Sid and Skipper go Mustering</i>	Heather Charlton	2011	205	120
11	<i>The Art of Fire</i>	Jimmy Pike	2008	4	(out of print)
12	<i>Making Things Come Good</i>	Kim Doohan	2008	1	2
13	<i>Looking for Bobby</i>	Kerry Anne Jordinson	2007	643	487
14	<i>Jimmy and Pat go to China</i>	Pat Lowe & Jimmy Pike	2006	6	9
	Total:			2,580	2,173

CHAIRPERSON'S REPORT

See next page

Backroom Press Inc.

AGM

Sunday, 8 November, 2020

Chairperson's report - Gillian Kennedy

I am pleased to present to you the Backroom Press Chairperson's report for 2020. As with most organisations, Backroom Press has faced a number of challenges this year, however thanks to our dedicated committee we have continued to fulfil our key aim of taking stories *From the Kimberley to the World* by publishing books and hosting community events. Our Annual Report includes details on some of the highlights, and I will also report on them briefly here.

It has been a real honour to be the Chairperson again this year, and I have been supported by a wonderful team. My heartfelt thanks goes to our Deputy Chairperson, Joyce Hudson; Secretary Sarah Tobias; Treasurer Christine Elsasser; as well as Pat Lowe, Trish Pepper, Deb Courtney and Vicki Carroll. We are a committee that each has our own interests and skills, we all lead busy lives, and in the ebbs and flows of our day jobs and other commitments, we all support each other well. This year of course, we have had to adapt to holding some of our meetings via Zoom, which took some getting used to, but we managed!

I should also acknowledge one of our most active non-committee members – our distribution manager, Eirlys Richards. Eirlys does so much for us behind the scenes. Thank you for everything you do. Thanks also for having us in your home – not only today, but also for many meetings throughout the year.

Thanks also to Jan Lewis for coming today to do the spill. We very much appreciate it. Both Jan and Eirlys helped out with the sales of our latest publication, *Me and My Semicolon*, also.

Impacts from COVID

Because Backroom Press has no wages or rent to pay, the impacts from COVID haven't been as significant as many similar organisations to us. And while I don't want to steal Christine's thunder, because she is going to talk you through the finances, one of the big lessons that I learnt from COVID, as far as Backroom Press is concerned, was that it became abundantly clear who our main market is. After the initial lockdown we compared our book sales for the month of April 2020 to the previous April. In April 2019, when the local

Broome shops were buying up our stock to prepare for the impending tourist influx, our sales were around \$8,500. April 2020? They were just \$57! So, despite the big efforts that we are making in widening our reach through social media, marketing our books to bookshops around the country, and trying to direct traffic towards our online bookstore, our main market really is the local shops right here in Broome. Thankfully, our sales picked up around the July school holidays, once the lockdown ended.

Another big impact from COVID this year was on the Corrugated Lines festival. Coordinated by Backroom Press Secretary, Sarah Tobias, who did a fabulous job, we decided to make this year's festival an 'abridged' version. We hope to come back bigger than ever next year – which will be our tenth festival.

I'll now just briefly report on the main highlights for the year.

Highlights since our last AGM

- We launched Pat Lowe's book, *The Boab Tree* about a week after our 2019 AGM.
- Planning, coordinating (Sarah) and participating in Corrugated Lines: The abridged version – Story Time with Jonni and Pat.
- The Backroom Press Writing Prize. There were 12 entries and three prizes were awarded. Prize money was donated from Suzie Sickert's royalties from *Beyond the Lattice*
 - Winner: Curry by Jess Miller \$500
 - 2nd place: 50 Years by Gordon Byers \$250
 - 3rd place: Ebb and Flow by Myra Kendall \$100
- Publishing and launching *Me and My Semicolon*. Hardcover, pre-sales – a flurry of activity on the web. Some issues with the PayPal button. Trish, Pat, Christine, Joyce – all actively involved at different times. Trish organising the launch alongside Vicki Thompson from St Mary's. At our AGM around this time 2 years ago we were making birthday cakes and sending messages to Rani. Two years ago yesterday – the 7th of November, Rani died.

Membership

Our membership continues to grow slowly. It currently stands at 73. We ask for a once of fee of \$10. Once a person signs up they are eligible to nominate for the management committee, but you don't have to be on the committee to get involved. We do have volunteer opportunities that come up from time-to-time and we will

occasionally put a call out for help to our membership email group or on Facebook. As a member you can request to be informed of our monthly meeting dates, and attending these meetings can be another good way of getting involved.

Social media

Our following on Facebook and Instagram is gaining momentum. This time last year we had 360 likes on Facebook. As of today, we have 483. We have 239 followers on Instagram, up from 127 last year.

This year we also started an email subscriber list. The list includes our existing members, and anyone who has been on our website and filled in their details to be kept up-to-date with our news. We have around 245 subscribers.

Plans for next year

We have a few ideas in the pipeline for next year. Pat, Trish and I are planning to run a series of workshops in the New Year entitled *The Nuts and Bolts of Writing, Grammar and Punctuation*. We think there would be a lot of interest in the community for a workshop like this, and it supports our mission to support Kimberley writers.

We haven't had a planning meeting for a couple of years, so we will definitely plan to do that in the New Year also.

Finally, I would like to once again acknowledge the 2020 committee and thank them for another rewarding year at Backroom Press, and thank you all for coming today.

Gillian Kennedy

Chairperson, November 2020

TREASURER'S REPORT

Thank you once again for entrusting the position of Backroom Press Treasurer to me for the past year. I would like to acknowledge the huge contribution Joyce Hudson is providing doing all the data entry, processing sales and solving MYOB questions effortlessly. Since our bookkeeper Emma Hanson resigned in June 2018, Joyce's in-depth knowledge and some assistance from Alison Fong kept our financial records on track.

What a year it has been! When the effects of COVID-19 lockdowns and travel restrictions brought our sales to a full stop for a little while (as most of sales take place through shops), we were getting a little anxious what the future would hold. Luckily with very low ongoing monthly costs (being fully run by volunteers, and no rent to pay on an office space helps), the dramatic drop in sales wasn't detrimental. Fortunately, restrictions in WA were lifted quite quickly, so sales started to pick up again by July 20.

Balance Sheet: Our overall financial position is secure, with cash on hand at 30 June 2020 being \$40,602 (2019: \$44,921). This includes \$19,937 in the CBA Term Deposit account. (See Balance Sheet for details.) As at 30 June 2020, our stock assets (multiple copies of 13 titles) are valued at \$57,200 (2019: \$49,879). We have no outstanding debts, and accounts receivable are \$503. Our total net assets and equity are \$97,803 (2019: \$98,158).

Profit and Loss: Our income for 2019-20 came from book sales, memberships, events and interest, a total of \$30,273 (2019: \$31,269). Costs of goods sold came to \$8,177 (2019: \$8,026). Expenses for the year including royalty payments, administration, storage of stock, marketing, events and production costs were \$19,031 (2019: \$16,088). The net profit to June 2020 was \$3,074 (2019: \$7,154).

In summary We have a healthy bank balance in our accounts, down a little from the previous year, and even through COVID a steady income from modest book sales. We continue to be very careful with our spending, have very few ongoing expenses, and no wages. One topic of our planning meeting will be how to diversify our income so we are less vulnerable to a significant drop in book sales.

Thank you to the team and our membership for another good year.

Christine Elsasser Nov 2020

FINANCIAL STATEMENTS

See next page

Balance Sheet

As of June 2020

Assets		
Cash On Hand		
CBA Chq ac 10371746		\$19,746.12
CBA Term Deposit 50072193		\$19,937.50
Petty Cash		\$200.00
PayPal Holding Account		\$215.71
Accounts Receivable		\$502.80
Total Cash On Hand		\$40,602.13
Stock Asset		
Inventory - China	\$1,600.69	
Inventory - Bobby	\$1,296.59	
Inventory Kim's book	\$2,441.18	
Inventory Fire	\$368.45	
Inventory - Sid	\$5,009.38	
Inventory - Bobby's Surprise	\$1,436.75	
Inventory - Termites	\$4,812.71	
Inventory Safe Ruby	\$5,560.65	
Inventory - Queen NEW	\$2,791.08	
Inventory - Storm Pearl	\$4,846.51	
Inventory - Beyond the Lattice	\$11,372.30	
Inventory Mrs Millars Frogs	\$3,815.04	
Inventory - The Boab Tree	\$11,849.12	
Total Stock Asset		\$57,200.45
Total Assets		\$97,802.58
Liabilities		
Net Assets		\$97,802.58
Equity		
Members Funds Accumulated		\$98,158.68
Prior year adjustment		-\$3,429.92
Current Year Earnings		\$3,073.82
Total Equity		\$97,802.58

This report includes Year-End Adjustments.

Profit & Loss Statement

July 2019 To June 2020

Income		
Sales		
Sales	\$37,059.71	
Discounts	-\$13,654.86	
Postage & handling	\$443.20	
Total Sales		\$23,848.05
Projects		
Events (Not CL)	\$3,196.70	
Events - Corrugated Lines	\$2,750.75	
Total Projects		\$5,947.45
Other Income		
Bank Interest	\$328.25	
Membership Fees	\$70.00	
Jobs - Other Income	\$79.05	
Total Other Income		\$477.30
Total Income		\$30,272.80
Cost Of Goods Sold		
Actual Cost of Goods Sold		\$8,167.76
Total Cost Of Goods Sold		\$8,167.76
Gross Profit		\$22,105.04
Expenses		
General & Admin Expenses		
Bank Charges	\$55.67	
Paypal Fees	\$50.80	
Bad Debts	\$326.10	
Postage & freight	\$542.80	
Office Supplies	\$1,433.70	
Storage of Stock	\$2,101.00	
Webpage	\$664.00	
Insurance	\$1,903.00	
Dues & Memberships	\$352.00	
Royalty Payments	\$4,885.19	
Total General & Admin Expenses		\$12,314.26
Marketing		
Free copies for Promotion	\$374.95	
Advertising	\$785.90	
Launch	\$160.38	
Events - Corrugated Lines	\$2,198.88	
Events (Not CL)	\$2,586.85	
Total Marketing		\$6,106.96
Production Costs		
ISBN fees	\$90.00	
Design Expense	\$517.00	
Total Production Costs		\$607.00
Shrinkage/Spoilage		\$3.00
Total Expenses		\$19,031.22
Operating Profit		\$3,073.82
Net Profit/(Loss)		\$3,073.82

This report includes Year-End Adjustments.