

ANNUAL REPORT 2020/21



Backroom Press Inc

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WELCOME

We are pleased to present the Backroom Press Annual Report for 2020/21. In addition to describing our highlights for the year, this report sets out a summary of our sales and 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: 76

Management Committee

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

2020/21 Committee Members

Gillian Kennedy (Chairperson)

Joyce Hudson (Deputy Chairperson)

Christine Elsasser (Treasurer)

Sarah Tobias (Secretary)

Pat Lowe

Trish Pepper

Sue Carroll

Vicki Carroll (stepped down in early 2021)



2020/21 HIGHLIGHTS

The Nuts and Bolts of Writing

We started 2021 off with a bang. Over four Tuesdays in February Pat Lowe and Gillian Kennedy facilitated a series of workshops covering all the grammar and writing basics, starting with the big question on everyone's lips: "What is a sentence?" We received positive feedback from the participants, many of whom wished the workshops went on longer. We hope to run another series in 2022, and have plans for a more 'advanced' series.



Testimonials from participants:

I truly loved it and was not bored once.

Learning about Pat's pet peeves was delightfully inspiring but my favourite part would have to be the quiz at the end of every session.

I WOULD LOVE MORE!!

When *The Boab Tree* went to the Derby Boab Festival



Backroom Press Secretary, Sarah Tobias, on a visit to Derby earlier in the year, had a lightbulb moment when she heard that the Boab Festival was on again in July, 2021: Let's take Pat to Derby to talk about *The Boab Tree*. And so we did. Hosted by Mark and Mary Norval at their residence, the who's who of our neighbouring town turned out for the event. Mark Norval, clearly an avid Pat Lowe fan, did an excellent job as interviewer.

Corrugated Lines turns 10

Backroom Press played a key role, yet again, in the coordination of the 2021 chapter of Corrugated Lines: A Festival of Words in August. This was the tenth festival, and it was a bumper edition! The opening event was held at the Pearl Luggers, which was very special, not least because we were joined by the founder of Corrugated Lines, Sudha Coutinho, who said a few words about how it all began. What a remarkable achievement for a group of volunteers!



Corrugated 'Online's'

Each year we host an online writing competition for the Corrugated Lines festival. This year the concept for the competition was brought to us by Broome linguist and word enthusiast, Thomas Saunders. *Theft of a Pearl* was a serial novella, where nine invited authors submitted one chapter, which was published each week on social media in the lead up to Corrugated Lines, with each chapter building on the next.

The competition was then open to the public to write the tenth and final chapter. The winner, *A Little Treasure*, was written by Fiona Cahill, and is available to read on the Backroom Press website.

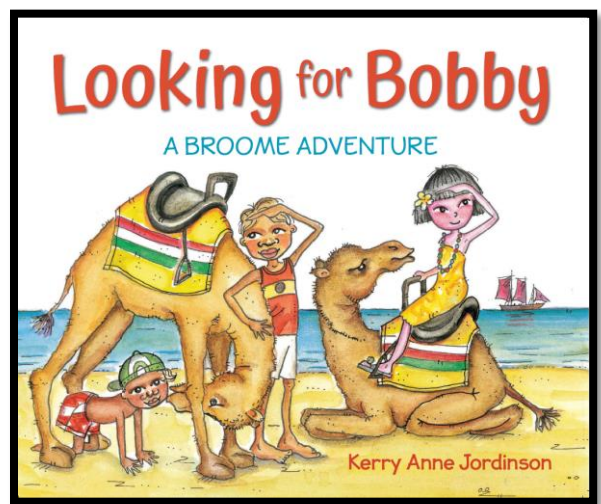
PUBLISHING UPDATE

Backroom Press aims to publish one book per year and although in 2020/21 we didn't publish any new books we have enjoyed working to prepare two second editions, reprinting one of our best-selling titles, and assessing new manuscripts as they are received.

Books published this year

Looking for Bobby, Kerry Anne Jordinson (2nd Edition)

This Broome children's classic, Kerry Anne Jordinson's *Looking for Bobby*, has sold 11,100 copies and was reprinted three times. This year we proudly published a new edition of this bestseller. We employed local designer, Franziska Mehmman, to give Bobby a facelift, and we have no doubt that this cleaner, modern version will run out of the shops just as quickly as the original did.



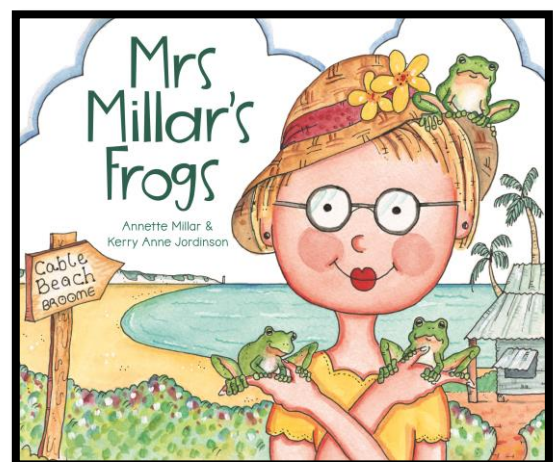
Books reprinted

Mrs Millar's Frogs (2nd Edition), Annette Millar and Kerry Anne Jordinson

Books in Press

Art of Fire, Jimmy Pike (2nd Edition)

Due for release March 2022.



Books sold this year

(July 2020 to June 2021)

	TITLE	AUTHOR & ILLUSTRATOR	PUBL. DATE	COPIES SOLD 2019/20	COPIES SOLD THIS YEAR
1	<i>Me and My Semicolon (hardcover edition)</i>	Rani Middleton	2020	n/a	160
2	<i>Me and My Semicolon (paperback edition)</i>	Rani Middleton	2020	n/a	291
3	<i>The Boab Tree 2nd Edition</i>	Pat Lowe	2019	373	322
4	<i>Mrs Millar's Frogs 2nd edition</i>	Annette Millar & Kerry Anne Jordinson	2019	410	1,199
5	<i>Beyond the Lattice: Broome's early years 2nd edition</i>	Susan Sickert	2017	98	161
6	<i>Storm Pearl</i>	Kerry Anne Jordinson	2017	100	301
7	<i>SAFE Ruby</i>	Julie Starkey & Hannah Starkey-Morris	2016	32	62
8	<i>Our Friends the Termites</i>	Pat Lowe	2015	18	104
9	<i>Jimmy and Pat Meet the Queen reprint</i>	Pat Lowe & Jimmy Pike	2013	24	42
10	<i>Bobby's Surprise</i>	Kerry Anne Jordinson	2012	160	349
11	<i>Sid and Skipper go Mustering</i>	Heather Charlton	2011	128	345
12	<i>The Art of Fire</i>	Jimmy Pike	2008	(out of print)	(out of print)
13	<i>Making Things Come Good</i>	Kim Doohan	2008	1	203 (remaindered) (out of print)
14	<i>Looking for Bobby</i>	Kerry Anne Jordinson	2007	412	941
15	<i>Looking for Bobby 2nd Edition</i>	Kerry Anne Jordinson	2021	n/a	n/a
15	<i>Jimmy and Pat go to China</i>	Pat Lowe & Jimmy Pike	2006	11	0
	Total:			1,767	4,480

CHAIRPERSON'S REPORT

Gillian Kennedy

I am pleased to present to you the Backroom Press Chairperson's report for 2021.

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 off 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

TREASURER'S REPORT 2020/21 Final

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. I would also like to acknowledge the assistance Alison Fong has provided when MYOB and bookkeeping questions arose.

2020/21 has been a good year for Backroom Press in terms of sales - a very busy tourist season due to COVID border restrictions resulted in the highest number of books being sold in the history of Backroom Press: 4116 copies across all titles (1767 in 19/20, 2554 in 18/19, 2096 in 17/18)

Balance Sheet: Our overall financial position is secure, with cash on hand at 30 June 2021 being \$71,697 (2021: \$40,602). This includes \$20,190 in the CBA Term Deposit account. (See Balance Sheet for details.) As at 30 June 2021, our stock assets (multiple copies of 14 titles) are valued at \$41,684(2020: \$57,200). We have no outstanding debts, and accounts receivable are \$14,360.

This is significantly higher than last year, but rest assured our customers are paying their bills.

Our total net assets and equity are \$113,562 (2020: \$97,803).

Profit and Loss: Our income for 2020/21 came from book sales, memberships, events, a grant and interest, a total of \$63,631 (2020: \$30,273). Costs of goods sold came to \$25,137 (2020: \$8,177). Expenses for the year including royalty payments, administration, storage of stock, marketing, events and production costs were \$22,832 (2020: \$19,031). The net profit to June 2021 was \$15,661 (2020: \$3,074).

In summary We have a healthy bank balance in our accounts, up significantly from the previous year due to good book sales and grant income for an event in the next financial year. We continue to be very careful with our spending, have very few ongoing expenses, and no wages. Our first grammar workshop series was a great success - a good step towards diversifying our income streams to make us less vulnerable to a drop in book sales.

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

Christine Elsasser Nov 2021

FINANCIAL STATEMENTS

See next page

Balance Sheet

As of June 2021

Assets**Cash On Hand**

CBA Chq ac 10371746	\$36,941.31
CBA Term Deposit 50072193	\$20,190.22
Petty Cash	\$200.00
Cash Drawer	\$6.00
Accounts Receivable	\$14,360.36

Total Cash On Hand	\$71,697.89
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Stock Asset

Inventory - China	\$1,589.07
Inventory - Bobby	\$200.10
Inventory - Sid	\$3,670.86
Inventory - Bobby's Surprise	\$789.36
Inventory - Termites	\$4,234.01
Inventory Safe Ruby	\$2,536.50
Inventory - Queen NEW	\$2,593.35
Inventory - Storm Pearl	\$4,518.00
Inventory - Beyond the Lattice	\$9,019.68
Inventory Mrs Millars Frogs	\$1,149.85
Inventory - The Boab Tree	\$8,252.10
Inventory - Me and My Semicolon hardcover	\$21.00
Inventory - Me and My Semicolon paperback	\$3,290.23

Total Stock Asset	\$41,864.11
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Total Assets	\$113,562.00
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Liabilities

Net Assets	\$113,562.00
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Equity

Members Funds Accumulated	\$97,808.08
Current Year Earnings	\$15,753.92

Total Equity	\$113,562.00
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This report includes Year-End Adjustments.

Profit & Loss Statement

July 2020 To June 2021

Income		
Sales		
Sales	\$82,958.05	
Discounts	-\$28,670.35	
Postage & handling	\$1,888.60	
Total Sales		\$56,176.30
Projects		
Events (Not CL)	\$1,066.41	
Events - Corrugated Lines	\$6,000.00	
Total Projects		\$7,066.41
Other Income		
Bank Interest	\$252.72	
Membership Fees	\$20.00	
Jobs - Other Income	\$116.00	
Total Other Income		\$388.72
Total Income		\$63,631.43
Cost Of Goods Sold		
Actual Cost of Goods Sold	\$25,313.18	
Stock Adjustment	-\$12,097.28	
Opening Stock	\$63,545.93	
Closing Stock	-\$51,716.82	
Total Cost Of Goods Sold		\$25,045.01
Gross Profit		\$38,586.42
Expenses		
General & Admin Expenses		
Bank Charges	\$65.00	
Paypal Fees	\$302.95	
Postage & freight	\$2,088.91	
Office Supplies	\$1,516.84	
Storage of Stock	\$2,292.00	
Webpage	\$799.00	
Insurance	\$1,560.00	
Bookkeeping	\$115.50	
Dues & Memberships	\$352.00	
Royalty Payments	\$5,659.33	
Total General & Admin Expenses		\$14,751.53
Marketing		
Free copies for Promotion	\$3,334.85	
Launch	\$323.25	
Events - Corrugated Lines	\$3,585.00	
Events (Not CL)	\$141.39	
Total Marketing		\$7,384.49
Production Costs		
ISBN fees	\$45.00	
Design Expense	\$517.00	
Total Production Costs		\$562.00
Shrinkage/Spoilage		\$134.48
Total Expenses		\$22,832.50
Operating Profit		\$15,753.92

This report includes Year-End Adjustments.

Profit & Loss Statement

July 2020 To June 2021

Net Profit/(Loss)	\$15,753.92