

ANNUAL REPORT 2021/22



Backroom Press Inc

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WELCOME

We are pleased to present the Backroom Press Annual Report for 2021/22. This report summarises our key activities for the year, as well as 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: 77

Management Committee

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

2021/22 Committee Members

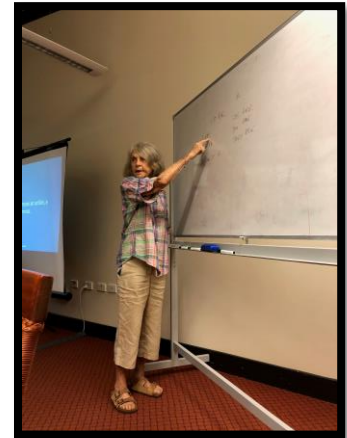
Gillian Kennedy (Chairperson)
 Joyce Hudson (Deputy Chairperson)
 Christine Elsasser (Treasurer)
 Sarah Tobias (Secretary)
 Pat Lowe
 Trish Pepper
 Sue Carroll
 Diana Oliver



2021/22 HIGHLIGHTS

The Nuts and Bolts of Writing (2nd Edition)

In February, Gillian and Pat presented a second four-session workshop on English Grammar at Notre Dame University campus. We are considering offering a more advanced writing workshop some time in 2023. Stay tuned!



Book launch: Jimmy Pike's *The Art of Fire* (2nd Edition)



In May, we gathered on the forecourt of the Kimberley Bookshop to launch our new, super edition of *The Art of Fire* by the late Jimmy Pike. Neil McKenzie, Yawuru PBC Director and friend of Jimmy's, kindly agreed to launch the book, and gave a moving, heartfelt speech, in which he paid tribute to the 'old people', with their deep traditional knowledge. David Pigram played guitar and sang for us, and Shane Hughes was our MC, who did us proud. Thanks to Neil, David

and Shane, and a special thanks to Marie Gamble for hosting us, and to Trish Pepper for the great catering. The venue was perfect for a book launch in the cool weather.

Our first 'staff member'

As some of us on the committee get older and stiffer, we find hauling around and delivering books harder than we used to. We therefore decided to contract Shane Hughes to do the heavy lifting and delivering for us. He gets a very modest stipend and has done more than earn his keep so far. We hope he will be able to relax a bit more during the wet season, when tourists are fewer.



A big move



We are sad to report that our founder and Deputy Chairperson, Joyce Hudson, has recently left Broome-town, as has our very active member Eirllys Richards. They have moved to different premises in Mosman Park. We already miss them terribly. Joyce has agreed to stay on the Committee and keep doing some of the on-line work she has been doing for us from the start, for which the rest of us are exceedingly grateful. This move means that Backroom's Head Office in Solway Loop went on the market, and has now been sold. We had hoped it would be the venue for one more AGM before our friends left for good, but the buyers were too keen. We'll be incorporating a lot more technology into our monthly meetings in 2023 as Joyce (and hopefully Eirllys, from time-to-time) joins us via Zoom.

PUBLISHING UPDATE

Backroom Press aims to publish one book per year and although in 2021/22 we didn't publish any new books, we did produce a flash new edition of one of our out-of-date titles (see below), and we have assessed a number of submitted manuscripts. The team has been busy updating our submission guidelines for our website. In a nutshell, the quote below shows the most important criteria:

Backroom Press publishes books with themes taken all or in large part from the Kimberley, by authors who have lived or spent time in the region. Backroom Press only considers completed manuscripts; we are happy to discuss ideas from prospective writers, but we do not provide a mentorship service.

(<https://backroompress.com.au/index.php/manuscripts/>)

Books published this year

The Art of Fire, Jimmy Pike (2nd Edition)

This year also saw the publication and launch of a new edition of a much-loved Backroom Press book, Jimmy Pike's *The Art of Fire*. One of our favourite book designers, Sandy Cull, designed this second edition and we know you will agree she has done a smashing job.



Books sold this year

(July 2021 to June 2022)

	TITLE	AUTHOR & ILLUSTRATOR	PUBL. DATE	COPIES SOLD 2020/21	COPIES SOLD THIS YEAR
1	<i>The Art of Fire</i>	Jimmy Pike	2022	n/a	179
2	<i>Looking for Bobby 2nd Edition</i>	Kerry Anne Jordinson	2021	n/a	820
3	<i>Me and My Semicolon (hardcover edition)</i>	Rani Middleton	2020	160	-
4	<i>Me and My Semicolon (paperback edition)</i>	Rani Middleton	2020	291	45
5	<i>The Boab Tree 2nd Edition</i>	Pat Lowe	2019	322	294
6	<i>Mrs Millar's Frogs 2nd edition</i>	Annette Millar & Kerry Anne Jordinson	2019	1,199	953
7	<i>Beyond the Lattice: Broome's early years 2nd edition</i>	Susan Sickert	2017	161	166
8	<i>Storm Pearl</i>	Kerry Anne Jordinson	2017	301	311
9	<i>SAFE Ruby</i>	Julie Starkey & Hannah Starkey-Morris	2016	62	37
10	<i>Our Friends the Termites</i>	Pat Lowe	2015	104	87
11	<i>Jimmy and Pat Meet the Queen reprint</i>	Pat Lowe & Jimmy Pike	2013	42	44
12	<i>Bobby's Surprise</i>	Kerry Anne Jordinson	2012	349	381
13	<i>Sid and Skipper go Mustering</i>	Heather Charlton	2011	345	408
14	<i>Making Things Come Good</i>	Kim Doohan	2008	203 (remaindered)	Out of print
15	<i>Looking for Bobby</i>	Kerry Anne Jordinson	2007	941	173
16	<i>Jimmy and Pat go to China</i>	Pat Lowe & Jimmy Pike	2006	0	3
	Total:			4,480	3,901

CHAIRPERSON'S REPORT

I am pleased to present to you the Backroom Press Chairperson's report for 2022. It has been a comparatively quiet year for the Backroom team this year, given that Corrugated Lines had a hiatus, and we didn't publish any new books this year, although we did launch a new edition of an existing book. There are, nonetheless, still some exciting highlights to report, as well as a few big changes to the team that have already begun to have a big impact. Of course, by that, I mean the departure from Broome by our co-founder and Deputy Chair, Joyce Hudson and our most active member, Eirlys Richards.

A very special 'farewell'

We had a bittersweet farewell event in October just before they left, and in true Backroom fashion, we made them work for their cake and tea by asking them to organise a community presentation about their early life in the Kimberley. It was, as expected, a fun-filled afternoon of storytelling and marvelling at the old photos from their days in Fitzroy Crossing, and for those who came along, it was an event to remember.

Succession planning

In the weeks leading up to their big move, Joyce and Christine worked tirelessly on a handover process - Joyce, with Christine's help, has been writing a list of tasks and procedures for us to follow in her footsteps. We have been discussing a 'succession plan' for Joyce on the committee for almost as long as I've been here, but it wasn't until this physical move made things 'real', and so we had no choice but to pull our socks up and make it happen.

New team member

Another important part of the handover process has been the handing over of our book distribution to a terrific new team member, Shane Hughes. We have contracted Shane to be our 'delivery man about town' and he has been incredibly generous and flexible with his time, being paid a very modest stipend. This role has been an absolute necessity that should probably have happened years ago because up until Shane took over, Pat, Joyce and Eirlys were lugging books around Broome and beyond. I'd like to thank Shane for his efforts so far and look forward to working with him again next year.

Other committee news

A couple of other highlights from the committee that have been happening behind the scenes have been the update to our manuscript guidelines for our website as well as a procedure for the committee to ensure that our assessment process is clear and transparent. Joyce, Diana and Sue have been working on that.

We also managed to convince Joyce's neighbour - a local teacher, David Murphy - to write some teachers' notes for Jimmy and Pat Meet the Queen. We were amazed at the speed with which he turned this task around. Something we are not quite used to! These notes are the latest of our resources for teachers available on our website, where there are notes for a range of our children's books.

Sarah has been project-managing many of our marketing, branding and website updates. I'll say a bit more about that at the end.

Art of Fire launch

In our Annual Report you will have seen the reports of our book launch at the Kimberley Bookshop earlier this year for our second edition of *The Art of Fire*, by Jimmy Pike. It was held on a breezy afternoon on the new terrace outside the bookshop and we had David Pigram playing music, some canapes and drinks organised by Trish Pepper and just a few speeches, including some readings from the book, read in Walmajarri by Joyce, and Yawuru boss Neil McKenzie launched the book and spoke beautifully about Jimmy and the intricate knowledge he had of country and how special that was. It was one of those modest, but special events that, personally, I think Backroom does so well.

Nuts and Bolts

Earlier in the year Pat and I facilitated a second offering of our Nuts and Bolts of Grammar workshop at Notre Dame. These workshops are held one evening per week over four consecutive weeks and have been well attended and people seem to enjoy them - mainly because Pat is their teacher. We would like to arrange a 'stage 2' sometime in the near future.

No Corrugated Lines this year

After a busy and highly successful tenth Festival of Words last year, the team that has been making it happen over so long was unable to do the same this year. Corrugated Lines needs a

coordinator, and no one else volunteered. The future of the Festival is open – if another team is willing to take it on, there will be ample advice on how to go about it.

Committee changes

Today we say goodbye to Trish Pepper, who has served on the committee since 2017. Trish originally joined Backroom Press because of her enthusiasm around the Corrugated Lines festival, and in the years she was involved in that, she not only coordinated some of our best-attended events, including events with Estelle Blackburn and Allan Clark on the ever-popular topic of ‘true crime’, she also fed the crowds extremely well. Trish has kept our committee well fed and meetings at her beautiful home have been a highlight and a treat. We will miss those events and might need to organise a way that we can keep those going into the future.

Diana Oliver joined us at the last AGM and is stepping down today. Although she has only been with us a short time, it has been lovely to have her with us and we appreciate the work she has done including volunteering at our events and helping with the manuscript policy and guidelines. She was also an enthusiastic student in our Nuts and Bolts workshops.

Sarah will step down from her role as secretary today. Thankfully, this is not goodbye, but I would like to acknowledge the work that Sarah has done as Secretary. She has regularly gone ‘above and beyond’ and I have no way of explaining how much her work and her meticulous organisational skills have been appreciated. Sarah is 100% reliable, despite the fact that she leads an extremely busy life. We are immensely relieved that she will remain on the committee and look forward to working with her on some exciting projects next year.

Plans for next year

We hope to have a planning meeting in the New Year.

An “advanced” level of Nuts and Bolts.

Sarah is coordinating the process of developing some new branding and templates - Working with Franyart to develop new colours, fonts and templates for our catalogue, order form and Backroom Bytes.

Sarah is also coordinating the update of our new website - Talking with Laszlo from Cold Blue Business Consulting. He has already started working with us on the ongoing website maintenance and is doing a fabulous job.

It has been a privilege once again to be the Chairperson of Backroom Press. Thank you to the incredible team I've worked with this year - our Deputy Chairperson, Joyce Hudson; Secretary Sarah Tobias; Treasurer Christine Elsasser; Pat Lowe, Trish Pepper, Sue Carroll and Diana Oliver.

Thank you also, Anna Moulton, for being here today to do the spill.
Finally, thank you all for coming today.

Gillian Kennedy
Chairperson, November 2022

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

2021/22 has been another good year for Backroom Press in terms of sales.

Balance Sheet:

Our overall financial position is secure, with cash on hand at 30 June 2022 being \$76,082 (2021: \$71,698). This includes \$20,261 in the CBA Term Deposit account. (See Balance Sheet for details.)

As at 30 June 2022, our stock assets (multiple copies of 14 titles) are valued at \$49,075 (2021: \$41,864).

We have no outstanding debts, and accounts receivable are \$10,077. This is lower than last year, with all but one of our customers are paying their bills. We are working on resolving this unpaid invoice.

Our total net assets and equity are \$125,146 (2021: \$113,562).

Profit and Loss:

Our *income* for 2021/22 came from book sales, memberships, events, and interest. A total of \$50,663 (2021: \$63,631) was received. Costs of goods sold came to \$16,942 (2021: \$25,045).

Expenses for the year including royalty payments, administration, storage of stock, marketing, events and production costs were \$22,137 (2021: \$22,832). The net profit to June 2022 was \$11,584 (2021: \$15,754).

In summary We have a healthy bank balance in our accounts, increased from the previous year due to good book sales. We continue to be very careful with our spending, have very few ongoing expenses, and no wages. This will change in 22/23 though - we have engaged Shane Hughes as a contractor to take care of book delivery.

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

Christine Elsasser Nov 2022

FINANCIAL STATEMENTS

See next page

Balance Sheet

As of June 2022

Assets

Cash On Hand		
CBA Chq ac 10371746	\$45,478.42	
CBA Term Deposit 50072193	\$20,260.89	
Petty Cash	\$200.00	
PayPal Holding Account	\$48.98	
Cash Drawer	\$6.00	
Accounts Receivable	\$10,076.86	
Total Cash On Hand		\$76,071.15
Stock Asset		
Inventory - China	\$1,569.75	
Inventory - Sid	\$2,080.54	
Inventory - Bobby's Surprise	\$3,398.64	
Inventory - Termites	\$3,509.33	
Inventory Safe Ruby	\$2,458.60	
Inventory - Queen NEW	\$2,350.08	
Inventory - Storm Pearl	\$3,105.00	
Inventory - Beyond the Lattice	\$7,164.96	
Inventory Mrs Millars Frogs	\$3,852.64	
The Art of Fire 2nd edition	\$9,631.60	
Inventory - The Boab Tree	\$5,158.86	
Inventory - Me and My Semicolon hardcover	\$21.00	
Inventory - Me and My Semicolon paperback	\$2,472.12	
Inventory - Bobby 2	\$2,301.55	
Total Stock Asset		\$49,074.67
Total Assets		\$125,145.82
Liabilities		
Net Assets		\$125,145.82
Equity		
Members Funds Accumulated	\$113,562.00	
Current Year Earnings	\$11,583.82	
Total Equity		\$125,145.82

This report includes Year-End Adjustments.

Profit & Loss Statement

July 2021 To June 2022

Income		
Sales		
Sales	\$79,199.87	
Discounts	-\$30,966.55	
Postage & handling	\$698.75	
Total Sales		\$48,932.07
Projects		
Events (Not CL)	\$1,473.12	
Events - Corrugated Lines	\$150.00	
Total Projects		\$1,623.12
Other Income		
Bank Interest	\$70.67	
Membership Fees	\$20.00	
Jobs - Other Income	\$17.00	
Total Other Income		\$107.67
Total Income		\$50,662.86
Cost Of Goods Sold		
Actual Cost of Goods Sold	\$16,055.17	
Stock Adjustment	\$886.48	
Total Cost Of Goods Sold		\$16,941.65
Gross Profit		\$33,721.21
Expenses		
General & Admin Expenses		
Bank Charges	\$60.00	
Square fees	\$7.37	
Paypal Fees	\$41.99	
Postage & freight	\$752.80	
Office Supplies	\$3,895.71	
Storage of Stock	\$2,349.00	
Webpage	\$447.00	
Meeting expenses	\$293.00	
Insurance	\$1,445.00	
Dues & Memberships	\$352.00	
Royalty Payments	\$7,117.41	
Total General & Admin Expenses		\$16,761.28
Marketing		
Free copies for Promotion	\$350.75	
Advertising	\$440.00	
Launch	\$507.10	
Market Pub Rel	\$161.60	
Events - Corrugated Lines	\$2,565.32	
Events (Not CL)	\$1,132.80	
Total Marketing		\$5,157.57
Production Costs		
ISBN fees	-\$45.00	
Design Expense	\$95.00	
Printing Expense	\$138.60	
Total Production Costs		\$188.60
Shrinkage/Spoilage		\$29.94

This report includes Year-End Adjustments.

Profit & Loss Statement

July 2021 To June 2022

Total Expenses	\$22,137.39
Operating Profit	\$11,583.82
Net Profit/(Loss)	\$11,583.82

This report includes Year-End Adjustments.