

writingWA...



Annual Report 2009

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Our Mission

To foster literary talent and achievement,
develop markets for Western Australian writing,
and promote excellence in writing as integral to
our social, economic and individual well-being

Our Vision

A strong Western Australian writing sector
and strong markets for Western Australian writing

CHAIRPERSON'S REPORT



2009 was a year of review for Australia's writing sector broadly, and for writingWA specifically. At the Federal level the sector invested many months of effort in responding to the Productivity Commission's investigation into Parallel Importation. The outcome of this was positive for our writing and publishing industry, with the Federal Government undertaking to preserve established importation restrictions.

Also at the federal level, but a little closer to home for writingWA, the Australia Council's Literature Board pressed ahead with proposed changes to its Key Organisations funding criteria, requiring that organisations in future be able to demonstrate national reach – either as a service organisation with national membership, or as a national genre-based organisation. This was a matter that absorbed writingWA's Board and CEO for several months as we grappled with the very serious implications of these changes.

The Board was faced with a clear choice: preserve writingWA's eligibility within the Key Organisations category by reinventing the organisation to sit within a national framework of state writers centres; or maintain writingWA's strong state-based strategic focus and in doing so forsake the triennial funding security that designated Key Organisations enjoy.

Obviously this was an issue that the Board deliberated at great length. The potential loss of triennial funding from our federal agency was not something that writingWA was pleased to contemplate. Ultimately however, the pathway was quite evident and the Board's decision in the matter was unanimous. After several months of consultation with staff of the Literature Board and with our interstate writers centre colleagues, the Board took the position that writingWA did not fit comfortably within the national model being proposed, and that to

participate would likely result in a diminution of our service delivery to the Western Australian sector.

writingWA has therefore declined a place in the national body at this stage, and in future will be seeking Australia Council funding on an annual basis. Of course we will continue to maintain the strongest possible links with our interstate writers centre colleagues – individually and collectively – and continue to be mindful of all opportunities for collaboration and cooperation at the national level.

At the state level writingWA was also active throughout 2009 in the State Government's review of the Australia-Asia Literary Award and Premier's Book Awards. While the review was timely and welcome, the outcomes of the process have so far been disappointing. writingWA is continuing to liaise with the Minister for Culture and the Arts on this matter, and is hopeful of further positive developments in the coming year.

Recognition and thanks are due to the State Library of Western Australia which continues to provide significant support to writingWA. The Library initiated a major refurbishment of its ground floor facilities in 2009, necessitating a move of the writingWA office to a new ground floor location. State Library management, in particular the CEO Margaret Allen, were extremely considerate of writingWA's needs throughout this process and we are grateful for the continuation of our positive relationship with the Library.

Despite the various challenges faced in 2009, writingWA achieved a great deal. Those achievements are outlined in the CEO's Annual Report, which documents the organisation's year in detail. That report is a tribute to Sharon

Flindell, writingWA's CEO, whose remarkable energy and commitment to the organisation and to the writing sector in WA remain undiminished. The Board is indebted to our CEO whose enthusiasm and capacity to generate ideas continue to enhance its work. Sharon is quite literally a one woman resource for writing in Western Australia and this is an opportunity for me, on behalf of the Board, to recognise her unflagging contribution to the sector.

2009 was a year of further consolidation for the writingWA Board of Management. The Board concluded a major governance initiative, signing off on the charters of the four Board sub-committees. The completion of these particular documents was the final stage in the production of a comprehensive Governance Manual which now provides the organisation with an excellent resource for maintaining good governance in the coming years.

Across several strategic planning workshops held throughout 2009, the Board also undertook the process of reviewing writingWA's strengths and weaknesses, and mapping priorities for the coming triennium. This work forms the basis of a new Strategic Plan for the organisation for 2011-2013, building on the vision, mission and values clearly established in the 2007-2009 plan.

As always, the Board of Management underwent some changes in 2009. New elected Board members in 2009 were Marisa Wikramaniyake, Chris Oakeley, Kris Williams, Alison Sutherland, and Wolfgang Bylsma. Continuing member Tanya Dewhurst, resigned mid-year when she moved to Victoria, and due to their particular circumstances, Wolfgang and Marisa were also unable to continue on the Board. I want to thank these individuals for their contribution to the Board during their time with writingWA.

I also want to thank all continuing Board members for their work on behalf of writingWA. A small organisation must look to its Board for a great deal of support and in 2009 the Board gave that support unstintingly. I am deeply grateful to all members of the 2009 Board who made the work of the Chair a pleasure. Board members give freely of their time and expertise

and their commitment to the aims and needs of the organisation is much valued.

Three of our co-opted Board members have been particularly active in 2009. Michele Kosonen is Chair of the Advocacy and Memberships Committee and her long-term association with writingWA and the marketing expertise she brings to the organisation have been invaluable.

Central to the work of the Board through its Business Development Committee, is the development of alternative revenue streams for the organisation. We are currently poised to develop several business partnerships in 2010 which we hope will prove beneficial both to writingWA and the sector as a whole. As Chair of the Business Development Committee, Rosemary Sayer's energy and knowledge drive this very significant area of writingWA's concerns.

And our Treasurer, Renato Sansalone, who has occupied that position for many years, one which demands more time and attention than that of any other Board position, has once again overseen the finances of writingWA with great professional care.

2010 will be a challenging year for writingWA but it's one in which the organisation will be able to build on the work that the CEO and Board have done over the last triennium. The Board looks forward to even greater consolidation of writingWA's position in 2010 and its continued delivery of service to the sector it represents.

Delys Bird
April 28, 2010.

CHIEF EXECUTIVE OFFICER'S REPORT



The organisation that writingWA now is bears little resemblance to the organisation I first joined in mid-2005. I make this observation with a sense of satisfaction for what has been achieved, and also with a sense of excitement for what writingWA is now well positioned to tackle in the coming triennium.

2009 was the final year in writingWA's Strategic Plan 2007-2009. The completion of this triennial period provides a timely opportunity not only for me to review writingWA's annual performance for 2009, but to set that review in the context of a wider survey of activities and achievements.

I have subsequently collated in the following pages of this Report a collection of brief bullet points and comparative figures, identifying the major milestones that writingWA has reached since the organisation was first established as a peak body for the sector.

Evident from this information is the fact that writingWA has progressed steadily forward with each passing year, gaining in strength as an organisation and effectiveness as a peak body.

We have established a clear brand in writingWA. We have a secure base within the State Library of WA.

We have accumulated funds in the bank.

We have a strong voice in the sector and a voice that is increasingly being heard in the wider community.

And we have an extensive range of tested programmes and services in place, supporting the growth of literary talent in this state and the expansion of markets for our writers and publishers.

That's the good news.

Unfortunately, and despite these various achievements, writingWA is currently facing a future that offers even less financial certainty for the organisation than in the previous triennium.

Changes implemented by the Australia Council's Literature Board within its Key Organisations category mean that, beyond 2010, writingWA will no longer be able to function with the security of triennial funding from our federal agency.

Instead we will be competing within the smaller 'annual programme' category via an annual application process. We fully expect this to result in a decrease in total funds available to meet our core operating costs each year.

Given that writingWA already operates on streamlined budgets and with minimal staffing, any reduction in income will place increased stress on all parts of the organisation.

writingWA's Board is working aggressively to develop mechanisms and strategies that will address these challenges effectively. We are determined that writingWA will continue to maintain its high level of service to our members and sector.

STRATEGIC PLANNING FOR 2011-2013

Due to the transition in funding arrangements with the Australia Council, 2010 has emerged as a bridging year between writingWA's recently completed Strategic Plan 2007-2009 and the introduction and implementation of a Strategic Plan for 2011-2013.

Throughout 2009 writingWA undertook a rigorous review of its strategic focus and service delivery for 2007-2009, assessing the effectiveness of established programmes and

services, identifying areas within the WA writing sector requiring further attention, and establishing priorities to govern future writingWA activity.

Five Key Action Areas have been identified as the basis for future planning and service delivery:

1. Audience and Market Development
2. Professional Development
3. Communications and Advocacy
4. Funding Programmes
5. Corporate Development

Across these five Key Action Areas, we have identified Audience and Market Development as an area requiring greater prioritisation and investment of effort in the coming triennium.

Our member organisations should nevertheless be reassured that writingWA's Strategic Plan for 2011-13 will also build very clearly on the successful foundations and outcomes of the previous triennium and as such, much activity will be recognisable as a continuum of well established and valued programmes.

THANK YOU

writingWA may currently employ a single permanent member of staff (yes, me) but it would be wrong to believe that I work alone. I do not. writingWA is a team.

Gaylene Daley of Daley Bookkeeping has now been with writingWA longer than any other individual. Her immaculate bookkeeping skills keep the organisation functioning smoothly and I rely on her more and more in each successive year.

In mid-2009 Meg McKinlay accepted a role as content manager of writingWA's fortnightly e-newsletter and website 'What's On'. Meg is meticulous in her attention to a task that has no end, and I can simply no longer remember how we got by without her.

Acknowledgement is also due to Maggie Baxter who tackled the challenge of coordinating Writers on the Road for a second time in 2009, once again ensuring the highly successful delivery of this programme.

Planning Consultant Annemie McAuliffe again provided invaluable expertise and guidance to the Board and myself, as we progressed through several exhausting and inspiring strategic planning exercises over the course of the year.

The past year involved a number of new challenges for writingWA's Board, particularly as we worked through our changing relationship with the Australia Council, and my thanks go to the full Board for their diligence in this process.

2009 has also been a particularly active one for members of the Board's Business Development Committee, chaired by Rosemary Sayer. Rosemary is an extremely passionate advocate for the work that writingWA does, and she has been inspirational in her efforts to develop new partnerships and opportunities that will grow and strengthen the organisation.

As always, I pay particular thanks to Renato Sansalone, writingWA's most valued Treasurer. He continues to give time and expertise in quantities that I find remarkable.

And finally, an enormous debt of gratitude is owing to Delys Bird, writingWA's Chair. I'm sure I speak for my colleagues on the Board of Management when I acknowledge Delys for the skill, grace, and energy that she brings to the position of Chair. She is apparently tireless in her commitment to writingWA and I am extraordinarily grateful for the working partnership that I continue to enjoy with her.

Sharon Flindell,
28 April, 2010.

MILESTONES REVIEWED



Governance and Corporate

2004:

- ◆ New constitution establishes the State Literature Centre (SLC) as a peak body with a membership base of Western Australian literary organisations

2005:

- ◆ SLC ends year with a deficiency of net assets of \$591

2006:

- ◆ SLC rebranded as writingWA
- ◆ writingWA relocates to State Library of WA
- ◆ New strategic direction articulated for writingWA in “*Writing the Future - Strategic Plan 2007-2009*”
- ◆ Renewed triennial funding contracts with State and Federal Governments for the 2007-2009 triennium; renewed triennial contract with State Government to deliver Regional Development Plan for writing
- ◆ writingWA ends year with accumulated funds of \$8,860

2007:

- ◆ writingWA accepts additional triennial contract with State Government to deliver Poetry Action Plan
- ◆ writingWA establishes triennial contracts with Country Arts WA and Healthway for delivery of Writers on the Road regional touring programmes 2007-2009
- ◆ writingWA ends year with accumulated funds of \$37,587

2008:

- ◆ A survey of writingWA members identifies an overall satisfaction rating of 79%
- ◆ writingWA ends year with accumulated funds of \$85,820

2009:

- ◆ Literature Board of the Australia Council for the Arts advises of changes to eligibility criteria for Key Organisations funding. writingWA is given notice that it no longer meets these criteria. Future Australia Council funding now uncertain.
- ◆ writingWA ends year with accumulated funds of \$109,456

Major Projects and Programmes

2005-2009:

- ◆ Annual delivery of *Writers on the Road* regional tours; *Writers in Libraries* (regional and metro) events; *Regional Writing Group Workshops*; annual collaborations with Perth Writers Festival.

2005:

- ◆ ‘Highly Commended’ in state AbaF Awards for *T.A.G. Hungerford Award* partnership. writingWA continues to maintain and increase investment to the Award biennially.

2006:

- ◆ Introduction of *Publisher Training Programme*, funded by CAL; programme runs mid-2006 to mid-2008 and is then extended to Dec 2009.
- ◆ writingWA stabilises funding to 3 key regional writers' festivals with introduction of triennial funding contracts 2007-2009
- ◆ writingWA establishes relationship with Varuna Writers Centre to deliver *Longlines* programme in WA; programme continues annually to 2009

2007:

- ◆ Establishes partnership with Magabala Books and Artsource to deliver programme of illustration workshops for indigenous artists, 24 artists participate.
- ◆ writingWA establishes collaboration with WA Dept. of Education and State Library of WA for the delivery of the *Premier's Summer Reading Challenge*. Collaboration continues annually through to 2010.
- ◆ writingWA conducts audit of extant state and federal resources available to support poetry development in WA, publishes results on writingWA website
- ◆ writingWA partners with State Library of NSW to introduce *Australian Poetry Slam* in WA and delivers programme in 2007 and 2008.

2008:

- ◆ *Broometime* Project provides 2 West Australian writers each with a 6 week fully supported writing residency in Broome.
- ◆ writingWA secures increased funding for its Regional Development Programme via State Government *Ignite* initiative; increases funding to regional writers festivals by 100% and expands Regional Writing Group Workshop programme.

2009:

- ◆ writingWA develops/hosts *Apropos Poetry* conference.
- ◆ writingWA develops collaboration with WA Dept. of Education to produce audio CD of WA poetry, for statewide distribution to all WA secondary schools in 2010.
- ◆ writingWA secures funding to develop *Natural Selection* exhibition, showcasing 50 WA writers in 2010 Perth Writers Festival.

Communications

2006:

- ◆ New website launched featuring interactive Literati database for promotion of WA writers and literary practitioners.

2007:

- ◆ Cessation of all print products; introduction of writingWA e-newsletter linked to website.

2008:

- ◆ Website redeveloped to introduce interactive gallery for promotion of WA illustrators.

2009:

- ◆ e-news subscribers increased from 690 (in 2007) to 1,386 (in 2009).
- ◆ Web visits increased from 115,705 (in 2007) to 165,312 (in 2009).

THE FACTS



FINANCE	2006	2007	2008	2009
Income	252,534	310,594	282,152	306,498
Expenditure	243,083	281,867	233,919	282,862
Accumulated Funds	8,860	37,587	85,820	109,456
Working Capital Ratio	1.05	1.51	1.88	2.53

MEMBERSHIP	2006	2007	2008	2009
Metropolitan	42	45	48	46
Regional	25	23	26	26
Interstate	2	1	1	-
TOTAL	69	70	75	72

STAFF	2006	2007	2008	2009
FTEs	2	2	1	1
Contract/Casual	2	4	4	6
Volunteers	13	12	12	14

COMMUNICATIONS	2006	2007	2008	2009
Web Visits	43,435	115,705	116,629	165,312
E-news Subscribers	NA	804	833	1,386
Literati Membership	NA	318	338	394

2009 PROGRAMMES



◆ **Writers in Libraries (metro)**

A well established component of writingWA's annual programme, Writers in Libraries provides WA authors with the opportunity to develop their readership by participating in live events (talks, readings, workshops) hosted by metropolitan libraries.

◆ **Regional Development Programme**

Supported by devolved State Government funding, writingWA maintained investment in three streams of regional activity: Regional Writers Festivals, Regional Writing Group Workshops, and Regional Writers in Libraries events. These programmes enable increased engagement with West Australian writers and writing, and provide support to emerging writers in regional WA.

◆ **Writers on the Road**

Sponsored by Healthway and Country Arts WA, Writers on the Road has been operating for more than a decade, providing opportunities for professional writers to present workshops and readings in schools throughout regional WA. In 2009 writingWA toured three West Australian writers – Ara Jansen, Ken Spillman, and Mark Greenwood – to schools throughout the Goldfields, Southern and Kimberley regions.

◆ **2008 T.A.G. Hungerford Award – Presentation Event**

A biennial award given to a West Australian author unpublished in the fiction genre, the T.A.G. Hungerford Award is presented in a partnership between Fremantle Press, New Edition Bookshop, The West Australian Newspaper and writingWA. In February 2009, writingWA hosted a presentation event at which Hon John Day MLA, Minister for Culture and the Arts announced Natasha Lester as the winning author of the 2008 T.A.G. Hungerford Award.

◆ **Varuna Longlines Consultations**

The Varuna Longlines collaboration enables emerging WA writers to participate in individual consultations with Varuna's Creative Director, Peter Bishop. 14 West Australian writers participated in 2 days of consultations in 2009.

◆ **Publisher Training Programme**

Supported with funding from the CAL Cultural Fund, writingWA first introduced this programme in 2006, to enable staff of West Australian publishing companies to participate in interstate training, networking and professional development opportunities. Funding is allocated in response to applications received from publishers. In 2009 writingWA provided funding to: enable leading Australian graphic novel publisher Gestalt to attend the San Diego Comic-Con; newly established WA publishers Tactile Books to attend the Melbourne Writers Festival; and WA journal publisher Westerly to induct and train additional editing staff.

◆ **Premier's Summer Reading Challenge (PSRC)**

In consultation with West Australian publishers of children's literature, writingWA compiles a recommended reading list that is promoted in conjunction with the Premier's Summer Reading Challenge, and then coordinates an associated programme of author talks and workshops, delivered in collaboration with writingWA's member libraries throughout the state. In 2009 writingWA coordinated 20 PSRC events in libraries.

◆ **Communications Services – E-newsletter and Website**

writingWA plays an essential role in the coordination of shared knowledge throughout the writing sector in WA. Our principal communications products are the writingWA e-newsletter (distributed fortnightly) and the writingWA website. Engagement with both

products increased dramatically in 2009, with 165,312 web visits recorded for the year, and 1,386 e-news subscribers registered at year's end.

◆ **Book Trailer Workshops**

This was a new and highly successful initiative undertaken by writingWA in 2009. Responding to a proposal from the ASA WA, writingWA engaged facilitator Jan Clarke to run a series of workshops for WA writers, providing instruction in how to use *imovie* software to create a promotional book trailer. The trailers produced by the workshop participants have since been published on line via YouTube, the West Australian newspaper website and various publishers' websites, and have since been compiled into a promotional DVD which is distributed by writingWA.

◆ **“Writing on WA” and Literary Supplement in the West Australian Newspaper**

writingWA's relationship with *The West Australian* evolved considerably in 2009. Under new management, the paper's editorial staff responded positively to a number of proposals from writingWA and as such additional books coverage such as the 'Writing on WA' segment of the Saturday Travel magazine became regular features.

◆ **Premier's Book Awards and Australia Asia Literary Award – Review**

writingWA participated in this review process via two detailed written submissions, and representation on the Review Steering Committee established by the Department of Culture and the Arts.

◆ **Collaboration with Australian Writers Guild for Adaptation Seminar**

writingWA was pleased to support this AWG WA initiative, playing a minor but important role in the seminar by bringing WA publishers Gestalt and Fremantle Press into the programme to discuss opportunities for adapting published material for the screen.



Hon John Day MLA, Minister for Culture & the Arts, and Natasha Lester, 2008 T.A.G. Hungerford Award winner



The West Australian Weekend Magazine Literary Supplement, Sept 2009



Mark Greenwood, 2009 Writer on the Road, with Halls Creek District High School students

POETRY ACTION PLAN



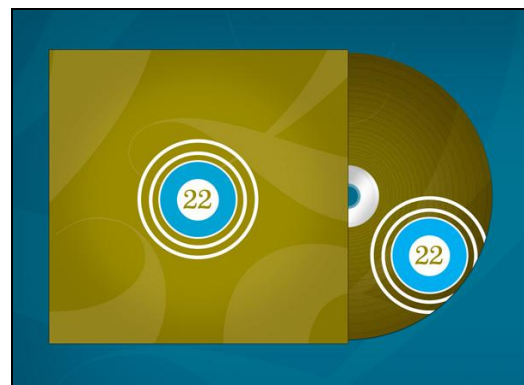
2009 was the third consecutive year in a contract between writingWA and the Department of Culture and the Arts, for the delivery of a range of initiatives under the Department's Poetry Action Plan.

◆ In 2009, writingWA delivered ***Apropos Poetry*** - a professional development initiative for the poetry sector. Developed in consultation with poets Lucy Dougan, Morgan Yasbincek, Dennis Haskell and Megan McKinlay and co-presented with the Perth Writers Festival, *Apropos Poetry* emerged as 4 days of masterclasses, workshops, manuscript appraisals and panel events. 26 poets and publishers from WA and interstate were featured in the conference programme which took place in February 2009.



Apropos Poetry Conference, Feb 2009

◆ In 2009 writingWA approached the WA Department of Education with a proposal to develop an audio CD featuring Western Australian poets reading Western Australian poetry. The proposal included the production and free distribution of this CD, with accompanying lesson plans for teachers, to all Education Department secondary schools throughout the state. The proposal was embraced by the Education Department and work began immediately on the development of "**22**". This product – featuring the work of 20 Western Australian poets – is due for release in May 2010.



Cover Artwork, "22" poetry CD

PUTTING WESTERN AUSTRALIAN WRITERS ON THE MAP



Writers in (Metro) Libraries

Library	Writer	Genre	Attendance
Victoria Park	Felicity Young	Fiction	22
Vincent	Alice Nelson	Fiction	28
Cambridge	Stephen Scourfield	Fiction	35
Kalamunda	Erin Pearce, Liana Joy Christensen, Jo-Ann Whalley	Short Fiction/Poetry	52
Fremantle	Kim Scott	Fiction	12
Spearwood	Estelle Blackburn	Fiction	12
Total			161

Writers in Regional Libraries and Country Writing Group Workshops

Location	Writer	Genre	Attendance
Esperance	Roland Rocchiccioli	Memoir	228
Katanning	Sally Carbon	Children's	80
Broome	Meg McKinlay	Children's	21
Busselton	Amanda Curtin	Fiction	18
Margaret River	Marcella Pollain	Poetry	15
Margaret River	Julienne van Loon	Fiction	61
Manjimup	Jon Doust	Fiction	90
Narrogin	Jon Doust	Fiction	25
Narrogin	Maree Dawes	Poetry	11
Bridgetown	Jon Doust	Fiction	119
Tambellup	Jon Doust	Fiction	10
Bunbury	Sarah Evans	Fiction	34
Total			712

Regional Writers Festivals

Location	WA Writers, Illustrators	Attendance
Kununurra Kimberley Writers Festival	Liz Byrski, Jon Doust, Kate McCaffrey Ambrose Chalarimeri, Peter Brandy	1,018
Geraldton Big Sky Writers Festival	Dean Alston, Liz Byrski, Jon Doust, Kate Lamont, Marlish Glorie, Simon Haynes, Joy Lefroy, Lara Morgan, Glyn Parry, Barbara Temperton	1,023
Albany Sprung Writers Festival	Mike Lefroy, Philip Mead, Norman Jorgensen, Barbara Temperton, Caroline Caddy, Dianne Wolfer, Elizabeth Newell, Maree Dawes, Beth Kirkland, Vivienne Glance, Donna Ward, Glenn Swift, Jon Doust, Antonio Buti, Joy Lefroy	2,620
Total		4,661

2008/09 Premier's Summer Reading Challenge Writers in Libraries

Library	Regional / Metro	Writer	Attendance
Morley	M	David Caddy	44
Cambridge	M	Sally Carbon	57
Albany	R	Mark Greenwood	50
Denmark	R	Mark Greenwood	15
Manjimup	R	Norman Jorgensen	9
Pemberton	R	Norman Jorgensen	10
Walpole	R	Norman Jorgensen	10
Fremantle	M	David Caddy	24
Scarborough	M	Sally Carbon	19
Kalgoorlie	R	Mark Greenwood	50
South Hedland	R	Mark Greenwood	16
South Hedland	R	Mark Greenwood	19
Altone	M	Mark Greenwood	109
South Perth	M	Norman Jorgensen	20
Riverton	M	David Caddy	46
Safety Bay	M	Norman Jorgensen	15
Forrestfield	M	Mark Greenwood	18
Thornlie	M	David Caddy	30
Cottesloe	M	David Caddy	22
Victoria Park	M	Sally Carbon	37
Total			620

Writers on the Road 2009

Region	Writer	Duration	Attendance
2008 Tour (carried over to 2009)			
Goldfields	Mark Greenwood	2 weeks	615
2009 Tours			
Goldfields	Ken Spillman	2 weeks	863
Southern	Ara Jansen	2 weeks	546
Kimberley	Mark Greenwood	2 weeks	759
Total			2,783

2009 PERFORMANCE INDICATORS



Action	Target / Measure	Result
1. Maintain Writers In Libraries (WIL) programme (metro)	>Maintain 10 WIL metro opportunities/events per annum	> 10 opportunities available > 6 events presented
2. Maintain investment in regional development and promotion of West Australian writing through the Regional Development Programme	>Maintain funding to 3 regional festivals per annum >Provide support to a minimum of 10 regional Writer in Library and/or Writing Group Workshop events	> 3 festivals funded > 12 events conducted
3. Maintain Writers on the Road programme	>Plan and deliver 4 regional tours	> 4 regional tours conducted
4. Maintain Premier's Summer Reading Challenge programmes	>Maintain partnership with Department of Education. >Deliver 21 PSRC children's author events in public libraries throughout WA.	> 20 events conducted in partnership with Department of Education
5. Maintain and develop Varuna Longlines collaboration to provide services to emerging writers	>In collaboration with Varuna Writers Centre, facilitate 3 days consultations with WA writers (equating to 18 individual consultations)	> 2 days of consultations held with 14 writers
6. Coordinate 2008 T.A.G. Hungerford Award	>Plan and host the 2008 T.A.G. Hungerford Award presentation event	> presentation event held at Swan Bell Tower, Minister for Culture and the Arts presents Award

Action	Target / Measure	Result
7. Provide professional development opportunities for WA publishing sector	>Provide financial support to Gestalt Publishers to enable participation in San Diego Comic-Con 09	> Gestalt supported to attend Comic-Con 09 > additional financial support provided to Tactile Books and Westerly Journal
8. Maintain website as tool for promotion of West Australian writing, and as principal arena for communication amongst member organisations.	>Maintain relevant website content and distribution of fortnightly e-newsletter to minimum 800 subscribers >Increase e-newsletter subscriptions by 10% over the duration of the year.	> Fortnightly e-newsletter maintained and distributed to 1386 subscribers > Newsletter subscriptions increased by 60%
9. Improve coordination and consultation across writing sector to develop improved opportunities	<ul style="list-style-type: none"> > Maintain association with Perth Writers Festival >Coordinate Publisher Focus Group Meetings >Maintain regular consultation with State Library >Maintain consultation with Metro Writers Centres >Participate in National Association of Writers Centres meeting >Coordinate Literature Board WA client meetings >Coordinate ASA WA members meeting and workshops > Co-present Adaptation seminar with AWG WA 	<ul style="list-style-type: none"> >Presented <i>Apropos Poetry</i> in collaboration with Perth Writers Festival >No formal meeting held in 2009 >Regular consultation achieved/ongoing >Regular consultation achieved/ongoing >Participated in 2 interstate Writers Centre meetings (Sydney and Melbourne) >Coordinated client meetings for Director of Literature Board, Feb 09 >Developed Book Trailer workshops in collaboration with ASA WA >Co-presented seminar in Oct 09
10. Support delivery of State Government Poetry Action Plan 07-09	<ul style="list-style-type: none"> >Programme and produce <i>Apropos Poetry</i> – 4 day professional development conference/workshops > Maintain Poets in Libraries programme with opportunities for 12 poets/events > Produce audio CD featuring readings by WA poets for distribution to WA public schools 	<ul style="list-style-type: none"> > Presented conference in Feb 09 > Opportunities promoted but minimal response received from libraries. >Commenced production of CD (selection, licensing and recording of poems; production of CD master). CD to be launched in 2010.

Action	Target / Measure	Result
11. Budget for a surplus each year to build reserves	>Operate with accumulated reserves and a surplus operational budget throughout triennium 07-09 > Endeavour to demonstrate by the end of the triennium reserves greater than 5% of turnover	>Accumulated reserves increased annually throughout triennium >Reserves at end of 2009 equivalent to 35% of turnover
12. Diversify income streams	> Maintain existing partnerships and develop new partnerships and sources of funding to support activities outlined this plan.	>New partnership established with Department of Education (for production of poetry CD); new partnerships evolving with corporates.
13. Review Strategic Direction and Plan 2010-2012	> Engage planning consultant to assist organisation in the development of a Strategic Plan for the triennium 2010-2012	> Planning consultant engaged. Strategic Plan developed for 2010 and 2011-2013

**FTE:**

Chief Executive Officer

Sharon Flindell**Contract/Casual:**

Bookkeeper

Daley Bookkeeping*Writers on the Road* Project Coordinator**Maggie Baxter**

E-newsletter and Website - Content Management

Meg McKinlay

Planning Consultant

Annemie McAuliffe

Secretarial Support

Connie Honczarenko**Rebecca Higgie****Volunteers:**

With thanks to: **Lucy Dougan, Dennis Haskell, Georgia Richter, Roland Leach, Meg McKinlay and Morgan Yasbincek**

for assistance in the planning of activities under the Poetry Action Plan.

And to: **Delys Bird, Janine Drakeford, Michelle Kosonen, Chris Oakeley, Renato Sansalone, Alison Sutherland, Rosemary Sayer and Kris Williams**

for another year of hard work and dedicated service to writingWA's Board of Management.

SPONSORS



writingWA is pleased to acknowledge and thank the following organisations, Government Departments and agencies for their ongoing support of our activities:

- ◆ writingWA receives core funding from the Federal Government through the **Australia Council for the Arts**, and from the State Government through the **Department of Culture and the Arts** in association with **Lotterywest**.
- ◆ writingWA's Regional Development Programme is supported with devolved funding from the **Department of Culture and the Arts**.
- ◆ writingWA acknowledges the support of the **State Library of WA**.
- ◆ writingWA's Publisher Training Programme is supported by the **CAL Cultural Fund**.
- ◆ Writers on the Road 2009 is funded by **Country Arts WA** and sponsored by **Healthway** to promote the Cancer Council's **Go for 2 & 5** message.



TREASURER'S REPORT



For the 2009 year:

- writingWA recognised revenue of \$306,498, an increase of approximately \$24,000 when compared to 2008. The revenue increase is mainly the result of funds carried forward from 2008 for a regional program (recognised as income in 2009).
- Expenditure for 2009 was \$282,862, an increase of \$48,943 from the previous year. The increase can be mainly attributed to expenditure on regional programs and poetry initiatives using funds carried over from the prior year.
- writingWA recognised an operating profit of \$23,636 and held retained earnings of \$109,456.

The final 2009 result for writingWA once again sees the organisation meeting the financial targets set by the main funding bodies, in particular:

1. An operating surplus for the year; and
2. Accumulated reserves.

Additional desirable targets have been set by writingWA's main funding bodies for the triennial period expiring in December 2009, namely:

1. Reserves greater than 5% of turnover;
2. A working capital ratio of greater than 1.0; and
3. A cash reserve of more than 1 week's worth of expenditure.

writingWA has not only met but exceeded all these additional requirements for the 2009 year.

Renato Sansalone

April 28, 2010