

writingWA...

Annual Report 2008

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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

2008 has been another year of major change in the social and political contexts within which writingWA operates. The election of a Liberal State government in September 2008 was followed by the appointment of a new Minister for Culture and the Arts, John Day MP. Minister Day has already demonstrated his interest in this area of his portfolio and support for the organisations within it. writingWA is looking forward to a productive relationship with the Minister and his office.

The former Labor State government announced a major funding initiative – *Ignite* – for West Australian arts and culture in late 2007 and its premier event for the writing sector, the Australia-Asia Award, was presented late last year. The new government is currently reviewing the literary award structure, including the Premier's Awards, and writingWA looks forward to contributing within this process.

Further afield, the Literature Board of the Australia Council announced last year that the triennial funding structure for the key organisations in its sector was under review. The new terms of reference for application to key organisation funding are based on organisations having a national reach. This effectively excludes a state-based organisation like writingWA from Australia Council key organisations' triennial funding, which it has relied on for many years. However, in ongoing discussions with the Literature Board, it is clear that it will remain open to future applications for annual funding from writingWA, and we are hopeful that this will provide sustainable funding opportunities for our organisation.

This shift in our secure core funding structure has, however, made it more imperative to work towards a major aim of the Board, announced in the Chair's Report for 2007, to reach out to the business community and construct relationships that may enable writingWA to secure alternative revenue streams. Two of the current Board committees, Strategy and Development, and Partnerships and Fundraising have amalgamated to strengthen their capacity to work towards this goal.

Despite these shifts and changes in the external environment, writingWA remains committed to its mission and goals: to provide leadership to the sector and continue to identify areas that require support while implementing strategies to further strengthen the sector as a whole. Although its financial basis, with core funding limited to CPI increments for 2009 and 2010, restricts its capacity to engage in major expansion, Sharon Flindell, the CEO and only full-time employee of writingWA, continues to amaze the Board by her achievements on behalf of the organisation.

The CEO's report will cover many of those achievements and record writingWA's activities over the past year, while my emphasis here remains on Board matters.

The Board now has extremely well developed governance documents and structures in place. While the committees of the Board, there to support the work of the CEO and further the functions of writingWA have not always operated to their full potential, the members of Strategy and Development in particular have been very active.

The annual Board performance review, to enable Board members to assess the work of the Board and their own contribution to it was carried out in October of last year and produced very positive results. Most felt that writingWA was an extremely well-run and managed organisation, that the CEO is doing an excellent job, and that the Board is generally operating well. An area where the Board could be more effective was identified as that of promoting the name and achievements of writingWA to the wider community. This will be a priority of the new 2009 Board.

As always, I am deeply grateful to all the members of the 2008 Board of writingWA. Board members give freely of their time and expertise and their commitment to the aims of the organisation and its activities and needs is significant and much valued. Our Treasurer, Renato Sansalone, deserves a special mention. He holds the most time consuming and responsible position on the Board and despite his extremely onerous working life continues to operate from a co-opted Board position to oversee the finances of writingWA. Thanks to his professionalism, our financial position is now very secure, within its limits.

It is important at this time to register writingWA's recognition of the support that the State Library of WA gives us. writingWA's office on the Ground Floor of the Library has been of enormous value to the organisation. That position, which we have enjoyed for three years, will change with the current major renovation of the Library's ground floor. But we have been assured that the new writingWA office will be established to minimise effects of the change on the organisation and to ensure that the public profile that our present situation gives us will be uninterrupted. Our relationship with the Library is extremely valuable to writingWA and we are very grateful for its continuation.

Several changes to the composition of the Board will be effective from this AGM. In 2008 two Board members, Mary-Anne Paton and Andrea Selvey resigned when they left the member organisations who had nominated them. Margaret Allen, the State Librarian and a long-time and extremely valuable Board member will stand down due to the escalating demands of her position, and Terri-ann White, a new Board member this year, must also stand down. One of our co-opted members, Russell Bresland, who has also been a long-term and enthusiastic Board member as well as Secretary of writingWA over the past couple of years, will not be available for co-option in 2009. Each of these Board members will be much missed and my thanks go to them for the work they have done on the Board as well as for the service they offer to the organisation as a whole and to its sector.

Finally, I know I speak for the whole Board in registering our appreciation of writingWA's CEO, Sharon Flindell. Sharon is quite literally invaluable to the organisation. Her wide knowledge of the sector writingWA serves, her energy, her ideas and her enthusiasm as well as the leadership she offers to the wider sector are all exceptional. Sharon continues to work hard, efficiently and effectively in quite

difficult circumstances. The contribution she has made and continues to make to writingWA and the sector as a whole is inestimable. Thank you Sharon.

Delys Bird
April 22, 2009.

CHIEF EXECUTIVE OFFICER'S REPORT

Building on the achievements of 2006 and 2007, writingWA continued to perform well in 2008, again delivering in excess of the performance targets that had been set for the year, while also significantly increasing its financial reserve from \$37,587 in 2007 to \$85,820.

In 2008 writingWA also continued to grow its state-wide membership from 70 to 75 organisations and amongst these was pleased to welcome the Concrete Organisation, Gestalt Publishing and Tactile Books (publishers of Indigo Journal) as new members from within the publishing sector.

While working within the framework set by our Strategic Plan and annual Delivery Plans, writingWA continues to strive to maintain a level of responsiveness to emerging opportunities, issues and needs. Subsequently, while maintaining an established range of annual programmes and services, writingWA also introduced several new initiatives in 2008. Projects such as the Broometime Writers in Residence project, the redevelopment of the writingWA website, and the subsequent creation of an online Illustrator's Gallery were all major undertakings.

As 2008 was the second year in writingWA's current three year strategic plan and triennial funding agreements, we felt that it was timely to conduct a survey of member organisations in order to evaluate our level of success in meeting their needs. Pleasingly the survey produced very positive feedback and an overall satisfaction rating of 79%.

Alongside these various accomplishments, 2008 was also a year of some uncertainty as we were advised that a refurbishment of the State Library's ground floor would necessitate a relocation of the writingWA office. For several months we were not entirely sure what this would mean for us – either logistically or financially – and therefore decided to postpone recruitment of a new full time staff member until our accommodation issues were resolved. Meanwhile, selected projects and administrative responsibilities were redistributed to contract staff, and I would subsequently like to thank Gaylene Daley of Daley Bookkeeping, and arts consultant Maggie Baxter for their wonderful contributions to the organisation's activities during the year.

Happily, as 2008 progressed it became apparent that our base within the State Library was again secure, and for this we express our gratitude to Margaret Allen, CEO of the State Library, for her ongoing support.

writingWA also values the support of our many funding agencies, sponsors and project partners. In 2008 we were delighted to welcome new corporate sponsor Skywest (Broometime), and to welcome back established sponsors The West Australian Newspaper and New Edition Bookshop (TAG Hungerford Award).

We also continued to enjoy the enthusiastic partnership first established over a decade ago with Country Arts WA and Healthway (Writers on the Road), and were

especially grateful to Country Arts WA for the additional injection of funds that enabled the Broometime project to occur.

writingWA also delivered additional funding to regional WA as a result of our successful advocacy with state government and we acknowledge and thank our principal funding agency, the Department of Culture and the Arts, for their ongoing and increased support of our regional activities in 2008.

Unfortunately however, at the federal level the Literature Board of the Australia Council announced at the end of 2008 that future eligibility for key organisations (triennial) funding would be determined by national membership and/or national service delivery. As writingWA does not meet these new eligibility criteria, a major task for the organisation in 2009 will be to identify strategies for accommodating this imminent funding shift without loss of performance or service delivery to the sector.

This is obviously a task that the Board and staff of writingWA will be prioritizing in our long term strategic planning over the coming year. Fortunately we are able to tackle this challenge from a strong governance, financial, and operational base as a result of our successful efforts in these areas over the past 2-3 years.

writingWA relies on a volunteer Board comprised of both elected and coopted members, and I must again thank these hard working individuals for their investment of time and expertise over the past twelve month period.

As I have done in previous years, I wish to specifically acknowledge writingWA's Chair, Delys Bird, and Treasurer, Renato Sansalone. With enormous respect to both, I offer thanks for the many hours of effort they continue to give to writingWA and for the extremely generous support they give to its CEO.

Sharon Flindell
22 April, 2009.

CONTRIBUTION TO THE SECTOR – AN OVERVIEW

In 2008 writingWA supported the Western Australian writing sector by:

¿ promoting Western Australian publications

through state-wide programmes such as Writers in Libraries, The Premier's Summer Reading Challenge, and Writers on the Road; and by providing funding to enable greater representation of WA authors in Regional Writers Festivals.

¿ providing training and networking opportunities to the Western Australian publishing sector

through the Publisher Training Programme

¿ increasing revenue streams for professional writers and illustrators

by providing direct employment in a range of programmes (Writers on the Road, Writers in Libraries, Writing Group Workshops, Regional Writers Festivals, The Premier's Summer Reading Challenge) and by promoting the services and skills of WA authors and illustrators to other potential employers via writingWA's interactive Literati database.

¿ supporting the professional development of emerging writers and illustrators

through initiatives such as the Regional Writing Group Workshops programme, Varuna Longlines programme, Broometime Writers in Residence project, TAG Hungerford Award, facilitation of WA ASA events and workshops; and by auspicing initiatives on behalf of member organisations eg: the Society of Children's Book Writers and Illustrators conference

¿ promoting greater use of the Western Australian Public Library Service

through programmes such as Writers in Libraries and the Premier's Summer Reading Challenge

¿ providing free and timely access to information regarding opportunities and issues affecting the sector

through an e-newsletter (distributed to an average 830 subscribers/fortnight) and a regularly updated website (that received more than 116,000 visits throughout 2008).

¿ continuing to advocate on behalf of the WA writing sector

to government, media and other industry bodies in order to raise awareness and improve opportunities

ANNUAL 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. 11 individual events were presented across 2008.

¿ 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 Writer in Library events. These programmes enable increased engagement with West Australian writers and writing, and provide support to emerging writers in regional WA. Details of 2008 regional events are provided on pages 18 and 19 of this report.

¿ Writers on the Road

This very popular programme, sponsored by Healthway and Country Arts WA, has been operating for more than a decade, providing opportunities for professional writers to present workshops and readings in schools throughout regional WA. In 2008 writingWA toured three West Australian writers – Ara Jansen (journalism), Derek Nannup (performance writing) and Jon Doust (journalism and new media) to schools throughout the Pilbara and Wheatbelt regions.

¿ Varuna Longlines

The Varuna Longlines collaboration was first introduced in 2006. The programme enables emerging writers to participate in individual consultations regarding their writing practice with Varuna's Creative Director, Peter Bishop. 18 West Australian writers participated in these consultations in 2008.

¿ 2008 TAG Hungerford Award

This is a biennial award given to a West Australian author unpublished in the fiction genre. The Award is presented in a partnership between Fremantle Press, New Edition Bookshop, The West Australian Newspaper and writingWA. writingWA received 28 full length manuscript submissions to the Award in 2008.

¿ 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 2008 writingWA supported training opportunities for 6 individual publishing employees, and concluded the year by hosting a networking event for employees of the state's three major publishers, Magabala Books, Fremantle Press and UWA Press.

¿ Premier's Summer Reading Challenge (PSRC)

Where possible writingWA seeks to value add within the sector by improving linkages across programmes and between service delivery areas. Our role in the Premier's Summer Reading Challenge illustrates this well. 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. writingWA then coordinates an author talk programme, delivered in collaboration with member libraries throughout the state, featuring authors whose titles appear on the recommended reading list. In 2008 writingWA coordinated 15 PSRC events in libraries and 4 PSRC events in schools.

¿ Communications Services - 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. In 2008 the website was redeveloped to deliver greater flexibility in content management as well as a simplified navigation system for users. The website was further improved later in the year with the development of an online gallery to promote the work of established and emerging WA illustrators. writingWA is leading the sector nationally in our decision to move away from paper-based communications products and to produce digital communications only.

¿ Society of Children's Book Writers and Illustrators (SCBWI) Conference

writingWA was pleased to assist The Society of Children's Book Writers and Illustrators (WA) by auspicing funding from the WA Department of Culture and the Arts, enabling the Society to host a conference at the State Library, 16 and 17 February. The conference - attended by 71 delegates – produced many positive outcomes for West Australian creators of children's literature and writingWA was delighted to have contributed its support.

¿ Online Illustrators Gallery

writing WA applied surplus Literature Board funds (remaining from the 2007 Illustration Workshops project) to the development of an online Illustrators Gallery. Created as an adjunct to writingWA's existing Literati database, this new resource provides publishers and other potential employers with easily accessible information regarding the work of practicing West Australian illustrators.

¿ Increased liaison with Australian Society of Authors (WA)

The ASA Steering Committee in 2008 included two West Australian representatives – Bruce Russell and Frane Lessac - who were keen to activate ASA events in Western Australia. writingWA was pleased to support this effort, assisting with the coordination of a State Members' meeting in February attended by ASA Executive Director Jeremy Fisher, and also with a special Members' event (featuring WA author Liz Byrski in conversation with Bruce Russell) in September.

¿ *Gang of Four – A New Generation*

At the invitation of the Artrage Festival and in collaboration with Fremantle Press and UWA Press, writingWA was pleased to present *Gang of Four – A New Generation*. This event, for the 25th anniversary Artrage Festival in October, featured Liz Byrski in conversation with four emerging West Australian writers - Alice Nelson, Amanda Curtin, AJ Betts and Julienne van Loon.

¿ Broometime - Writers in Residence Project

The Broometime project was a major new initiative in 2008 and centred on two established West Australian writers - Rebecca Giggs and Andrew Burke – each being supported to work as writers-in-residence in the Broome community for a period of four weeks (October and November) respectively. During these residencies, both writers were supported to develop their own writing practice, while also being required to facilitate a series of community writing workshops (a total of 6 workshops per 4/week residency) and further providing individual consultations with each writing group participant (min 1 hour consultation each).

The opportunity to develop the Broometime project came about primarily as a result of Country Arts WA support (with investment made available through the Federal Government's Regional Arts Fund). Additional cash and in-kind support was provided by additional project partners Broome Public Library, Notre Dame University (Broome), Community Arts Network, and Skywest Airlines.

POETRY ACTION PLAN

2008 was the second year in a three year contract between writingWA and the WA Department of Culture and the Arts, to deliver a range of initiatives under the Department's Poetry Action Plan.

¿ In 2008, responding to research commissioned from consultant Lucy Dougan in the previous year, writingWA overhauled its website to create a number of dedicated pages with information specific to the poetry sector. The results of Lucy's *comprehensive audit of poetry resources within Australia* can now be found at <http://www.writingwa.org/poetry/>

¿ In 2008 writingWA also re-advertised the *Poets in Libraries* programme as a distinct funding stream alongside our other Writer in Library programmes. Although the opportunity was not widely accessed by libraries, it did produce positive outcomes for a select number of poets and provided a base from which to promote further library events in 2009.

¿ In 2008, writingWA built on the public success of the 2007 *Australian Poetry Slam*, and proved that Perth poets and audiences love to Slam. In 2008 we partnered with the Artrage Bakery Complex to deliver three Perth metropolitan heats and the WA State final. All heats achieved the maximum participation of 20 competing poets, and once again all heats were presented to enthusiastic capacity audiences.

Although our regional partners in the previous year – Big Sky Festival (Geraldton) and Sprung Writers Festival (Albany), declined to be involved again in 2008, it was pleasing to see some very dedicated spoken word artists were willing to make the trip to Perth to compete. WA's regional talent was also recognised in the ABC online component of the Slam, with a competitor from Geraldton being chosen as the national wild card entry in the final at the Sydney Opera House. ABC 720's sponsorship of the Slam delivered further outcomes in audience and market development, as each of the live events was recorded and broadcast during 720 drive.

Western Australia again fared well in the national final with our two state representatives, Mark Lloyd and Nicole Hobby, both performing strongly. Mark Lloyd achieved second place.

WA Poetry Slam Figures:

3 heats & 1 state final / 60 competitors & 8 finalists / total audience of 718

¿ Also in 2008, again responding to recommendations in the Dougan report, writingWA began preparation for *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 programme which was announced in late December (and delivered in February 2009).

REGIONAL PROGRAMME

2008 saw the introduction of increased funding specifically to the three streams of regional activity that writingWA invests devolved state government funding to; *Regional Writers Festivals*, *Regional Writers in Libraries* and *Regional Writing Group Workshops*.

The additional injection of funding provided through the Carpenter Government's *Ignite* package produced a range of additional outcomes in regional WA, particularly in relation to Western Australia's three leading regional writers' festivals – Kimberley Writers Festival (Kununurra), Big Sky Writers Festival (Geraldton), and Sprung Writers Festival (Albany).

Each of these three festivals receives triennial funding through writingWA, and in 2008 this funding was increased by 100%, from \$5000 per festival, to \$10,000 per festival.

Funding provided by writingWA is tied specifically to the participation of WA literary practitioners. All three festivals were subsequently able to achieve an increase in the number of West Australian authors and illustrators invited to participate within their programmes.

Public attendances across the three festivals also increased by approximately 14% from 3537 in 2007 to 4017 in 2008, indicating growing community engagement with each of the festivals.

Additional funding from *Ignite* was also directed to writingWA's two other established programme streams – *Writers in Regional Libraries* and *Regional Writing Group Workshops*. 10 events were coordinated throughout the state, from Tembellup in the south to Broome in the north – doubling our original target for the year of 5 events.

However, as this component of the funding increase was not made available to writingWA until the second half of the calendar year, it was not possible to take full advantage of the additional funds in 2008 and a small carry over of funds was therefore taken into 2009 where it will be directed to increased regional activity in this period.

PUTTING WESTERN AUSTRALIAN WRITERS ON THE MAP

Writers in (Metro) Libraries

Library	Writer	Genre	Attendance
Victoria Park	Janet Woods	Fiction	12
Cambridge	Estelle Blackburn	Non-Fiction	48
Vincent	Liz Byrski	Fiction	52
Forrestfield	Glyn Parry	Fiction	24
Spearwood	Wesley Olson	Non-Fiction	16
Melville	Anna Maria Weldon	Poetry	12
Cottesloe	Geoffrey Bolton	Non-Fiction	65
Morley	Amanda Curtin	Fiction	6
Kelmscott	Tracy Ryan	Poetry/Fiction	18
Spearwood	Janet Jackson	Poetry	8
State Library	David Caddy	Children's Lit	70
Total			331

Writers in Regional Libraries AND Country Writing Group Workshops

Location	Writer	Genre	Attendance
Bunbury	Allan Boyd	Poetry	13
Bunbury	Alan Hancock	Fiction	17
Busselton	Deborah Robertson	Fiction	50
Broome	Glyn Parry	YA & Fiction	34
Busselton	Sarah Evans	Fiction	10
Bridgetown	Sarah Evans	Fiction	17
Bunbury	John Harman	Fiction	22
Katanning	Jon Doust	YA	23
Tembellup	Dianne Wolfer	Children's Lit	91
Avon Valley	John Kinsella & Tracy Ryan	Poetry	120
Total			367

Regional Writers Festivals

Location	Writers, Illustrators	Attendance
Kununurra Kimberley Writers Festival	Nigel Gray, Norman Jorgensen, Pat Lowe, Sonia Martinez, Alice Nelson, Tash Parker, Liz Stringer, Gregory Day	950
Geraldton Big Sky Writers Festival	Steven Kinnane, Felicity Young, Charmaine Papertalk-Green, Tracy Ryan, Jon Doust, Andrew Winton, Lara Morgan, Glyn Parry, Patrick Jones, Peter O'Mara, Scot Gardner, Elizabeth Honey, Hugh Mackay, Tobsha Lerner	739
Albany Sprung Writers Festival	Amanda Curtin, Chris Pash, Dennis Haskell, Barbara Temperton, Elaine Forrestal, Maree Dawes, Eric Hayward, Geoff Waldeck, Vivienne Gance, Trisha Kotai-Ewers, Glenn Swift, Dianne Wolfer, Jon Doust, Warren Flynn + Elizabeth Honey, Alvin Pang, Hugh Mackay and Tobsha Lerner	2328
Total		4017

2007/8 Premier's Summer Reading Challenge Writers in Libraries (Regional & Metro) Activities delivered in the 2008 calendar year

Library	Regional / Metro	Writer	Attendance
Queens Park Library	Metro	Mike Lefroy	27
Collie Public Library	Regional	Sally Carbon	12
Morley Public Library	Metro	Dianne Wolfer	13
Cambridge Library	Metro	Dianne Wolfer	25
Rockingham Library	Metro	Shane McCarthy	36
Thornlie Library	Metro	Shane McCarthy	30
Kwinana Public Library	Metro	Shane McCarthy	40
Geraldton Greenough Library	Regional	Mark Greenwood	25
Fremantle Library	Metro	Anne Morgan	26
Osborne Park Library	Metro	Wendy Binks	27
Albany Public Library	Regional	Dianne Wolfer	3
Riverton Library	Metro	Liliana Stafford	26
Mt Barker Public Library	Regional	Dianne Wolfer	3
Paraburdoo Library	Regional	Mark Greenwood	17
Cottesloe, Mosman Park Library	Metro	Anne Morgan	19
Total			329

2008/9 Premier's Summer Reading Challenge
Writers in Schools (Regional)
Activities delivered in the 2008 calendar year

Location	Writer	Attendance
Port Hedland Primary School	Mark Greenwood	111
Goldfields (Coolgardie, Kambalda, Kalgoorlie Primary Schools)	Mark Greenwood	379
Total		490

Writers on the Road 2008

Region	Writer	Duration	Attendance
Wheatbelt	Ara Jansen	Six day tour	235
Wheatbelt	Jon Doust	Three day tour	147
Pilbara	Derek Nannup	Two week tour	121
Goldfields	Mark Greenwood	Two week tour postponed to March 2009	/
TOTAL			503

Broometime - Broome Writers in Residence

Location	Writer	Genre	Duration
Broome	Rebecca Giggs	Fiction	4 weeks
Broome	Andrew Burke	Fiction/Poetry	4 weeks

2008 DELIVERABLES AND PERFORMANCE INDICATORS

< = target met or exceeded = = target not met

Action	Result	Target / Measure	Result Details
1. Maintain Writers In Libraries programme (metro)	<	>10 WIL Metro opportunities funded through core >Maintain partnership with DET to provide additional WIL opportunities in conjunction with Premier's Summer Reading Challenge.	>11 WIL events completed >15 PSRC library events completed >5 PSRC School events completed
2. Maintain investment in regional development and promotion of West Aust writing through the Regional Development Programme	<	>Maintain funding to 3 regional Festivals per annum > min 5 regional library / community writing workshop events	>3 Festivals funded, funding increased 100% >10 Library/workshop events achieved
3. Maintain Writers on the Road programme	<	>Plan and deliver a minimum of 3 regional tours	>3 tours – 2 x Wheatbelt tours and 1 Pilbara tour + Goldfields tour developed for 2009
4. Maintain and develop Varuna Longlines collaboration to provide services to practicing writers	<	>In collaboration with Varuna Writers Centre, facilitate 3 days consultations with writers in metro area	>18 consultations undertaken.
5. Coordinate 2008 TAG Hungerford Award	<	>Promote Award opportunity, coordinate submissions >Develop plan and partnerships for presentation of TAG Hungerford Award in 2009	>28 submissions received. >Presentation event developed (realised in Feb 09).

Action	Result	Target / Measure	Result Details
6. Provide professional development training opportunities for WA publishing sector	<	>6 training programmes accessed	>6 training programmes accessed + publisher networking event hosted
7. Maintain website as tool for promotion of West Australian writing, and as principal arena for communication amongst member organisations.	<	>Introduce redeveloped website >Increase membership of Literati database by 10% >Increase visits to website by 10% per annum.	> Website redeveloped > 318 members in 07 / 338 in 08 = 6.2% increase > 115,705 visits in 07 /116,629 in 08 = 1.1% increase
8. Review writingWA Communications Strategy	<	>Review Strategy	>Review commenced in 2008, to be finalized in 2009.
9. Improve coordination and consultation across writing sector to develop improved opportunities	<	> Auspice SCBWI WA Conference >Maintain association with PIAF Words and Ideas Festival >Maintain coordination of Publishers' Focus Group Meetings >Maintain coordination of Writing and Education Network >Maintain regular consultation with State Library to develop opps for cooperation and collaboration >Maintain consultation with Metro Writers Centres >Participate in National Association of Writers Centres Network meeting	ACHIEVED ONGOING ONGOING NOT ACHIEVED ONGOING ONGOING ACHIEVED

Action	Result	Target / Measure	Result Details
10. Support delivery of State Govt. Poetry Strategy 07-09	<	>Initiatives confirmed in consultation with Dept Culture and the Arts: > poetry resources published on writingWA website; >Australian Poetry Slam 08; >Poets in Libraries programme; >development of Apropos Poetry programme	ALL ACHIEVED
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	>\$85,820 reserve achieved at end of 08 > reserve = 30% of turnover
12. Diversify income streams	<	>Develop partnerships and secure new sources of funding to support activities outlined this plan.	ACHIEVED
13. Development of Governance Manual and associated documents	<	>Complete development of subsidiary documents identified within writingWA Governance Manual	PARTIALLY ACHIEVED / PROJECT ONGOING

MEMBERSHIP

Financial membership of writingWA at December 2008:

Regional Member Organisations	26
Metropolitan Member Organisations	48
Interstate Member Organisations	1
 Total Member Organisations	 75

BOARD MEMBERS

Member	Position	Expertise	Elected
Delys Bird	Chair	Hon Research Fellow, University of WA; Editor, <i>Westerly</i>	2008
Janine Drakeford	Deputy Chair	Publisher, Benchmark Publications	2007
Renato Sansalone	Treasurer	Finance Business Manager, Dept Culture and the Arts	Co-opted
Russell Bresland	Secretary	Director, Hammond Insurance Broking	Co-opted
Margaret Allen	Member	State Librarian, CEO State Library	2008
Tanya Dewhurst	Member	Fellowship of Australian Writers	2008
Terri-ann White	Member	Director, UWA Publishing	2008
Mary-Anne Paton	Member	CEO, Fremantle Press	2008 (resigned September 2008)
Andrea Selvey	Member	City Librarian, Geraldton	2007 (resigned January 2009)
Rosemary Sayer	Member	Public Relations Consultant and Author	Co-opted
Michelle Kosonen	Member	Destination PR Manager, TourismWA	Co-opted

STAFF

FTEs
CEO

Sharon Flindell

Contract
Writers on the Road Project Coordinator

Jenni Flottman (Feb - June 08)
Maggie Baxter (July 08 onwards)

Casual
Secretarial Support
Bookkeeper

Connie Honczarenko
Gaylene Daley, Daley Bookkeeping

SPONSORS

٭ writingWA receives core funding from the Federal Government through the Australia Council for the Arts, and from 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 with funds provided by the CAL Cultural Fund.

٭ Writers on the Road 2008 received funding from Country Arts WA and was sponsored by Healthway to promote the Cancer Council's Go for 2 & 5 message.

٭ The Premier's Summer Reading Challenge Writers in Libraries programme was funded through the Department of Education and Training.

٭ The TAG Hungerford Award is sponsored by New Edition Bookshop, Fremantle Press and The West Australian Newspaper.

٭ The BroomeTime project was presented in a partnership with Country Arts WA through the Australian Government's Regional Arts Fund, Broome Regional Library, and Community Arts Network WA, with additional support from Notre Dame University (Broome Campus) and sponsorship from Skywest Airlines.

TREASURER'S REPORT

For the 2008 year:

- writingWA recognised revenue of \$282,152, a decrease of approximately \$29,000 when compared to 2007. The revenue decrease is mainly the result of one-off project funding received in 2007.
- Expenditure for 2008 was \$233,919, a decrease of \$47,948 from the previous year. The decrease can be mainly attributed to savings in salaries expenditure during 2008 due to a vacancy not filled for the majority of the year.
- writingWA recognised an operating profit of \$48,233 and held accumulated funds of \$85,820. The profit is mainly due to the savings in salaries expenditure during the year.

The final 2008 result for writingWA once again sees the organisation meeting the financial targets set by DCA, the main funding body, in particular:

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

Additional desirable targets have been set by DCA for the triennial funding 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 met all these additional requirements for the 2008 year and will endeavour to meet these targets for the 2009 year.

Renato Sansalone
April 22 2009