



THE CHILDREN'S BOOK COUNCIL OF AUSTRALIA



Living the CBW theme - "across the story bridge". Members and friends of the CBCA National Executive climb Brisbane's famous Story Bridge.

2010 ANNUAL REPORT

Engaging the community with literature for young Australians



Marj Kirkland, National CBCA President 2008-2010

Message from the National President of The Children's Book Council of Australia

This is my final message as National President. It has been a great honour to lead our CBCA National Executive team during 2009 - 2010. Our efforts spent lobbying for better access to books and reading, improved teacher librarian numbers and a stronger publishing industry have not been wasted. Having established our key messages, many challenges face the CBCA as it strives to maintain relevance in a future of rapidly changing reading environments. I wish Julie Wells and the incoming National Executive all the best during their term

Marj Kirkland

CBCA National President, 2009 - 2010

Message from the Incoming CBCA President, Julie Wells

As National President for 2011-2012, I am privileged to work with a dedicated team of volunteers from South Australia, committed to managing this highly respected organisation. We share a challenging journey, and trust that our skills and energy will ensure a vital, optimistic and energetic approach to meeting the demands of the future. It goes without saying that the CBCA is supported by many people focused on our goal of

*'engaging the community with literature for young
Australians'*

I thank all of them for their fine and continued service to the organisation. Together we will shape the CBCA for the years ahead, preserving and enhancing the value of our legacy. This Annual Report is an essential link for the organisation, connecting all of us and informing the community. I know you will find it an interesting and enjoyable read.

Julie Wells

CBCA National President 2011-2012



Julie Wells, Incoming National President The
Children's Book Council of Australia 2011-
2012



The Children's Book Council of Australia (CBCA) is a volunteer run, not for profit, organisation established in 1945 and comprised of state-based branches of individual members who are passionate about children's and young adult literature.

The key messages of the Children's Book Council of Australia are:

- to promote quality literature to young Australians
- to support Australian writers and illustrators of children's books
- to promote the role of library and literature professionals in bringing children and books together
- to celebrate outstanding contributions to Australian children's literature through the annual CBCA Book of the Year Awards

The Children's Book Council of Australia has eight Branches, one in every Australian state and territory comprising some 2500 members throughout Australia. All Branches work hard to deliver programmes and activities that promote the CBCA key messages throughout the year but particularly during Children's Book Week. Here we celebrate the best in Australian children's literature both through our Book of the Year Awards announcement and in sharing and promoting our writers and illustrators in numerous activities throughout Australia

The CBCA is perhaps best known for the annual CBCA Book of the Year Awards. Commencing in 1946, the Children's Book Council of Australia Book of the Year Awards are the longest running and most prestigious awards in Australia for children's and young adult literature.

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Marj Kirkland National President 2009-2010

Introduction

'If we do as we have always done...we will end up where we were always going.'

Anthony Robbins

Firstly, I believe that the CBCA is at a crossroads in the midst of a very exciting time of change.

There are great changes in the children's literature industry; with the number of e-books published overtaking hardcover publications for the first time this year. There has also been a regeneration of interest in reading and libraries this year, with new BER libraries being built, a Federal Inquiry into School Libraries and Teacher Librarians in Australian Schools conducted, as well as the announcement of two new categories in the highly rewarded Prime Minister's Literary Awards -those of YA and Children's literature. At the same time, we are reminded by some of our allied organisations that some Australian children have little or no access to books and reading.

Why are these changes important? Because they are a reality check; they raise questions about our purpose and the way we seek to fulfil our mission. They remind us not only to identify the 'community' we wish to engage but also to reappraise our own organisation, our core values and the ethical, legal and professional manner in which we conduct our affairs.

As noted last year, the National Executive being spread 1000km apart over three regional centres (Brisbane, Rockhampton and the Gold Coast) has provided a geographic and logistic challenge for the conduct of meetings and events; however we consider it to be a reflection of CBCA membership and an important message to regional Australia that reading and volunteering knows no boundaries. The CBCA is not comprised of the people in this room; it is not located in capital cities of Australia. We are here merely as representatives of a wide membership scattered throughout the states and

The year saw us hosting two major events: the Short List Announcement in March and the Book of the Year Announcement in August.

Short List Announcement

The 2010 CBCA Short List Announcement took place on Tuesday 30 March at Government House, Brisbane. Ms Penelope Wensley AO, Governor of Queensland, graciously welcomed guests, including representatives from the publishing community and other dignitaries. It proved to be a doubly exciting day, with a two page spread entitled 'Libraries at Risk' published in the Courier-Mail from information we had provided (in association with The Hub). Ms Wensley had already read the paper, displayed it in a prominent place in the room, and referred to the press coverage in her speech. Judges joined us for the day, with books prominently displayed in Government House for viewing at the end of the Announcement. Thanks to Kristen for dealing so patiently with the guest invitations and attendance to protocols. My thanks to Ann-Maree, Lindell and Trish, all of whom worked tirelessly to help us meet deadlines.

Book of the Year Announcement

The second Children's Book Week, celebrated in 1946, was themed 'Books are bridges'. 2010 theme 'across the story bridge' revisits the knowledge that stories are universal. Brisbane Readers Cup teams joined us for the Announcement. Those attending the celebration were extended an invitation to climb the Story Bridge prior to the event, with the author climb used in media coverage of the lead up to Children's Book Week. Thanks to Lonnie for bringing the 'bridge climbing spirit' to the main event as well. The Governor General loved it! We needed all the media help we could get, with the federal election held on the following day. Her Excellency, the Governor General, provided huge profile for the event and the press loved the idea of her giving up her day job to eat Turkish delight and escape through the wardrobe!



The Book of the Year Announcement turned out to be a massive celebration, not only of the Book of the Year but also with the awarding of the Nan Chauncy Award to Lesley Reece, Distinguished Services Citation to Jo Goodman and John Cohen, as well as the launch of the CBCA Gift Fund with a generous donation by Ken Spillman of all Australian and New Zealand rights to 'Jake's Gigantic List'. Thanks to Kristen, Megan and Merrill for their excellent organisation of this event.

Functional problems with the Junior Judges part of the website early on were resolved and the Junior Judges Awards were again presented on the same stage as the Book of the Year Awards, squashing the previously common accusation that children have no real voice in Australian children's book awards.

National Patron



This year we saw the great benefit of having Her Excellency, Ms Quentin Bryce AC, Governor General of the Commonwealth of Australia as our National Patron. Despite the federal election being held the following day, Her Excellency kept her promise to confer the Book of the Year Awards. Not only did her attendance enhance the profile of the event, leading to greater press coverage, but she also referred to the awards in a subsequent speech to the medical profession.

Ms Bryce has asked that she receive briefings about key issues, copies of our AGM report, as well as invitations to key CBCA events. We sent Ms Bryce a briefing about the Federal Inquiry into School Libraries and Teacher Librarians in Australia. We have also sent her a gold CBCA pin, which we hope she will wear at key events.

Strategic Plan

As reported at last year's AGM, some parts of the Strategic Plan have progressed more quickly than others. We believe, however, that the May 2007 summit meeting was crucial in setting the direction. We'd also like to note that with 'cost' comes opportunity. We would not have had the time to spend in advocacy (especially the Federal Inquiry) if the conference had proceeded. We reiterate the opinion that we suggest that in the event of the National Executive continuing to rotate, it would be beneficial for the conference to rotate on a different circuit to the National Executive.

Advocacy

- Key Messages – As noted last year, knowing what our key messages are and effectively communicating those messages is fundamental to both our direction as an organisation and to our programs. Values cement us together. So it concerns me that we have not given due attention to several areas of our Objects (Section 3 of our constitution) in our key messages.

These are Points 4, 9& 11.

(4) To disseminate information to children, parents, teacher librarians and the community in general about children's books and children's reading;

(9) To explore the implication of sociological and technological change for children's literature and reading;

(11) To act as a trustee of a charitable trust including but not limited to the Children's Book Council of Australia Awards Foundation.

Research, education and action on social issues such as equity of access (both psychological and physical) have always been on CBCA's agenda and need to be embedded in our policy documents.

Personally, I believe that a re-acknowledgement of our educational, research and social objects would have a dual effect of refocussing our vision and increasing membership.

The National Executive has embarked on several community projects of our own this year, both as joint projects. Cartons of books donated by Penguin publishers were given to two women's shelters and one youth shelter in Brisbane and the Gold Coast in association with the Queensland Branch.

Last year we hosted a visit from four Fijian teacher-librarians. Continuing correspondence with them highlighted the need of new schools which are commencing without any books. Cartons of books and some 2009 merchandise were sent to Fiji in time for Children's Book Week in a one off joint venture with retailer Price Attack. Sereana Senidamanu, President of the Fijian Teacher Librarians' Association wrote:

"Children here love to read but don't have access to materials such as these. Most schools have publications that are torn, tattered and mutilated and yet, still lovedbut these ones OMGthese children will go crazy for them. Please convey our appreciation and big 'vinaka vakalevu' to all members of Children's Book Council of Australia...May God shower his blessings to you all."

A big thank you to Penguin Books, to Price Attack and to Megan for their kind donations, due to their generosity, these four projects were carried out at no cost to the CBCA.

Lobbying re Teacher-Librarian role

The Federal Inquiry into School Libraries and Teacher Librarians in Australian Schools provided CBCA with a great opportunity to lobby politicians about the need for teacher librarians. When the Inquiry was announced, we formulated a survey to gather data to inform our submission to the Inquiry. Within a 10 day period, 624 responses were received, with 100% survey completion rate. Reading responses to the survey was at times heart-wrenching. The great divide between sectors and states, both in staffing and budgets, between the information rich and poor was evident, as well as the severe understaffing and budgetary constraints under which some libraries are attempting to operate. Despite all that, TLs see great value in their work, and push on because of their passion for the difference they can make in children's lives. We provided two submissions and a case study to the Inquiry; subsequently, we were called as witness to the Brisbane hearing. The Inquiry has received many excellent submissions. Without minimising the importance of other parts of a TL's role, our submission focussed on two of our key messages:

- to promote quality literature to young Australians
- to promote the role of library and literature professionals in bringing children and books together

Many Branches also lodged submissions. Several were also called as witness.

Response to Issues

The role of President includes writing letters and being available for press interviews in response to many current issues on behalf of the CBCA. Such correspondence is conducted where possible in consultation with other members of the National Executive, but at times a response must be 'off the cuff' on issues ranging from golliwogs, the impact of e-reading on cognitive processing, 'What makes a good children's book', funding of BER libraries, Enid Blyton, length of teacher librarian training courses, relevance of classics, quantitative research on the social effects of reading, effectiveness of author visits to schools to the importance of teacher librarians. My thanks to Wendy and Lucy at National Office, and to Trish on the website for handling so many of the day-to-day enquiries on our behalf in such an efficient and courteous manner.

Presentations and Representation

These included:

- Keynote address at the Somerset International Festival of Librarians and Teachers
- Presentation at the Australian Booksellers Association annual conference
- Keynote address at Education Queensland's 'Lighting the Way' conference

- Judge – ALIA's national Library Stars Competition for state and municipal libraries
- Keynote address and panel presentation ESF International School librarians' conference, Hong Kong (January 2011)
- Keynote address, ESF Principals' Conference, Hong Kong (January 2011)
- Various other book launches, presentations and representations.

As expressed under Object 9, we are at a time when the implications of sociological and technological changes in children's literature and reading are immense. Keeping up to date with current research and formulating professional presentations about these issues is a huge component of the President's time.

Readers Cup

Readers Cup provides an excellent way to promote reading to middle age readers. Following the passing of the teleconference motion in favour of investigating Readers Cup going national, this was further investigated.

Jenny Stubbs reports:

'In 2010 Readers Cup competition Qld we had over 400 teams compete in regional finals and 24 in state finals over two sections, Years 6/7 and Years 8/9. The highlights of the competition were having quizmasters who were authors of one of the titles in each section. Many books were sold and autographed, taking an extra hour for one section with huge queues.

The infrastructure is in existence for Readers Cup to go national. Murray Ware is willing to help. Tasmania seems to be interested and may be close to holding a final which could be between ASLA Tas in the north and CBCA Tas in the south. Their formats seem to be the same with the creative element. SLAV Victoria dropped their format from last year to just run a digital competition a bit like a book trailer. It is still happening as I write as theirs is a Term 4 project.

In Qld we asked teams to create a digital response to their favourite book. This was optional, but none of the Year 8/9 teams did one while 5 of the 12 Year 6/7 teams did do one and they were very well received. They liked the idea of doing it just for fun but didn't want it to be judged as part of the competition. CBCA Qld also introduced a book trailer competition this year for Children's Book Week based on the notable books. There was not a lot of time to advertise so we didn't get a lot of entries. However the winner came from NSW so the interest is there. Because we showed some of the best at our Children's Book Week dinner, this created a lot of interest so we expect more entries next year. So I feel that in Qld we cater for the readers who are happy to just take part in the Readers Cup in our format or a modified version and the readers who want to respond in a digital format can do so on a voluntary basis or enter the book trailer competition. If we were to go national, this is the way we would prefer to continue but at a national level are willing to compromise if that helps.

Other than format, the other points to consider are timing, age levels to cover, finding state coordinators and maybe finding sponsors.'

Financial Management

Secure financial management of the CBCA underpins every activity which we undertake. We thank Brian for his invaluable financial advice and for fitting CBCA in around his already busy schedule.

As noted last year, The National Executive has few streams of income (award entries, sticker royalties, merchandise sales to Branches and conference), considerable outgoings (judges' conferences, Short List and Book of the Year functions, maintaining the National Office secretariat, Merchandise contracts and purchase costs, website development and maintenance, conference) and a relatively small reserve in relation to the overall budget of large items, such as a conference, or new initiatives.

As also noted last year, if the CBCA pursues the option of the conference following a different rotation, it would require an amount of money (e.g. \$100,000) to be placed into the existing conference account as a 'seeding fund'. This would only be possible if the National Executive funds continue to grow through limited expenditure, wise merchandise decisions and some concerted fundraising.



Besides tight financial controls on spending, the National Executive has sought to increase future income streams by attaining Deductible Gift Recipient status for the CBCA. The CBCA Gift Fund has been established and launched at the Book of the Year Announcement.



As already noted, Ken Spillman was the foundation donor with his most generous donation of 100% of the Australian and New Zealand royalties of his book '*Jake's Gigantic List*'. This book is also dedicated to the CBCA. Please encourage your communities to purchase this book. DGR status and The CBCA Gift Fund pave the way for the option of fundraising as an income stream and fulfil Object 11 of our Constitution regarding charitable trust funds.

Strategic Partnerships

As outlined in the Strategic Plan, we have been actively nurturing partnerships with complementary organisations:

- A request was received from the [Dorothea Mackellar Poetry Awards](#) for continuation of endorsement by the CBCA. This is a reciprocal endorsement of logos displayed on our websites and a link to the CBCA site on their Poetry Links page.
- A request for endorsement for the '[Australian Catholics' Young Journalist Award 2010](#) using the logo and link only was approved.
- [Australian Children's Literature Alliance - \(ACLA\)](#) ACLA is a national body whose goal is to coordinate the promotion of children's and YA literature nationally. The ACLA Board comprises an alliance of complementary organisations, including the CBCA. The Alliance will focus on children's and young people's reading engagement and will undertake projects associated with these, including the appointment of an Australian Children's Laureate and the formation of a website for information sharing about projects happening in children's literature across Australia. Obtaining funding for the Laureate is a task which has taken longer than expected because of the economic downturn. The website aims to provide an avenue to get cross-sector information about children's literature and literary events out to the broader Australian community very effectively and efficiently.
- [Indigenous Literacy Project](#) – Although 'The Great Book Swap' continues to be the ILP's branded key fundraising strategy, 'Read 5 Give 5', developed in collaboration with the CBCA, was listed on ILP's website as a really viable opportunity for schools to raise funds and bill it as another fundraising activity that is literacy based. Children read five CBCA Notable books and donate \$5. This was a National Executive project which provided an avenue for Branches to promote an allied social justice program through their networks.
- [NIDA](#) – Following our discussions of ideas with and authorisation for NIDA to present a play during Children's Book Week 2010 'across the story bridge', we passed contact on to the NSW Branch. The National Executive has given authorisation for this year and has passed on Incoming National Executive contacts for this alliance to continue. This partnership is in direct fulfilment of Object 8 of the Constitution: 'to support allied interest groups, especially those in the fields of performing and graphic arts, with an affinity to literature'.
- [ALIA](#) – see previous comment under 'Presentations and Representation'
- [2012 National Year of Reading](#) – As previously noted, I have been asked to represent the CBCA on the National Year of Reading committee.

Structure & Governance

Following the identification of structure and governance as a major issue at the May 2007 Summit Meeting, the Structure and Governance Committee (2007 – 2008) investigated examples of organisations with a similar federated structure to the CBCA, their organisational structure and funding. No existing structure was seen to be applicable to CBCA. In 2009, a Discussion Paper was written and amended in consultation with the Structure and Governance Committee and National Executive. It was tabled for Branch discussion and discussed at the 2009 AGM. In July and

subsequently, Julie Wells, Bronwen Bennett and I have sought advice about national structure from AbaF (Australian Business Arts Foundation) and several board specialists.

It has become very clear that our original reasons for concern about our structure (loss of corporate memory and the unwieldy governance circuit) have been overshadowed by much graver concerns about constitutional matters, such as covering our legal liability, and the placement and liability of decision making in our present structure. There are also areas of insurance which need attendance. Not for profit organisations are being drawn ever more into being responsible corporate citizens. We are now required to operate in this increasingly corporate environment and it is vital that the CBCA is legally and financially compliant in all areas of its operation and accountability.

As a National Executive we feel that we have made little progress on the Strategic Plan in the area of Structure and Governance. As we have little expertise in constitutional matters, we have invited a guest speaker to further our education in this area, and we hand over to the next National Executive to make further progress.

Membership - Ruth Nitschke's comprehensive Membership survey and report has been handed to Branches. We look forward to Branches' responses to that report and the ways in which membership structures can be aligned nationally.

Communication

We've made a few advances here:

Website - Thanks to Trisha Buckley, many useful additions and updates have been made to the website. Trish replies to website comments on a daily basis, some far more complex than others. I'd like to publicly thank her for all her 'behind the page' work.

CBCANet - The National Executive has attempted to have as full communication as possible with CBCA Branches via CBCANet this year. Events and happenings of the National Executive, awards and children's book news from around Australia have been communicated on a regular basis.

Facebook - The CBCA Facebook page has proven itself as an up-to-date medium to communicate with a wider audience than could normally be reached through either the website (or its discussion forum) or CBCANet. To date there are 1,100 members, quite a number of whom are not CBCA members. It continues to provide links to web sites and articles of interest, and be a place where people can be notified (and place news) of literary events related to children's books, for both adults and children (such as book launches, Children's Book Week dinners etc.). Facebook administrators have been sought from every Branch; however several Branches still have no input to the content. A Facebook protocol document has also been placed on the page.

Congratulations to our National Vice-President Megan Daley and Webmaster Trisha Buckley for making this all happen!

National Database - Unfortunately, some Branches still have not supported the 2008 AGM motion to create a National Database with action. The National Executive understand that the logistics of creating the National Database are not easy, however there has been ample opportunity to give members an option to not be included on the database via your membership forms. The database was used as a means of emailing out Short List and Book of the Year results to lessen website congestion and we would urge the Incoming National Executive to follow suit. It continues to concern me that all CBCA members do not receive all information. I do not consider this to be an equitable situation, as all members pay equal Branch membership fees and so are entitled to equal information, rather than 'filtered' information. I would like to reinforce the concept of a national database, where NE newsletters are sent out from National Office to ALL members.

Archivist

During our tenure, the Lu Rees Archives has been re-established as the depository of the Children's Book Week artwork. Last year we noted the decision to do this, the purpose being to enable more ready access to this artwork for research and display in travelling exhibitions (e.g. to the biennial CBCA National Conference). Early in 2010 the National Executive approved travel expenses for the

Archivist to visit the Lu Rees Archives and arrange artwork transfer. Extra National Executive money was also approved to be given to the Archives for the purpose of archiving and preservation of Children's Book Week artwork.

The National Executive has also embarked on a project to cement understandings with Children's Book Week merchandise artists re change of format of their work. Retrospective letters of request for copyright to artwork, including the digitisation and change of format of those images have been sent to all illustrators or to the executors of their literary estates, for the purpose of promoting the CBCA. We hope that the completion of this project will place us in a better legal position in relation to this artwork and open the way for future projects.

Congratulations and Commiserations

Again, the year has seen cause for celebration and commiseration. Australian authors were lauded both here and overseas.

The year has also seen the deaths of Patricia Wrightson, Jill Midolo, Anne Bower Ingram and Kaye Keck, all of whom have made a significant contribution to children's literature and the children's literature community in Australia.

Conclusion

I hand over my presidency to Julie with mixed feelings. There are many reasons, one of which is that as yet many things we have begun are not complete.

Change is a difficult and painful process. So is birth. We are not alone in this process: "Probably the biggest challenge is leading the organisation into a new era, and working in an environment that is changing rapidly and is very competitive. If we're not prepared and ready and on the ball we will miss out on a lot of opportunities that are arising in this new phase. I also think the board have a challenge to remain focussed on the bigger picture and not sweat the small stuff." Kate Palmer, CEO of Netball Australia, as quoted in *'The Book of the Board: Effective governance of non-profit organisations'* by David Fishel.

As National Executive, we have followed the directives of the May 2007 summit meeting to proceed with the Strategic Plan. It gives me great pleasure to see us making some progress in some areas of the Plan. We hope that the processes we have begun during our tenure will bear fruit in the future. We must move forward and make informed changes to reinvigorate the CBCA. We believe that this is of paramount importance in order for us to remain relevant to the needs of the Australian public in the 21st century. Our mission is 'Engaging the community with literature for young Australians'. We believe that we must look for new ways to engage new audiences...even take some risks doing this along the way.

We have worked extremely hard and made many sacrifices along the way. There has also been a lot of joy. I wholeheartedly thank all the National Executive team for their work behind the scenes, attention to detail and their unfailing support and commitment to making change happen. Your generosity of spirit and positive enthusiasm make it all worthwhile. I am truly miss working with you next year. I also thank those of you in the wider CBCA community who have acted professionally and with genuine care. I have made some friendships which will last a lifetime.

There's a saying in real estate that you should 'always leave something for the next guy'. As our term as National Executive closes, we look back with great fondness and pride, knowing that we have achieved much, but that we have still left many more things for the Incoming National Executive to accomplish. We wish South Australia the best of luck.

Marj Kirkland,
National President



Lindell Lutton and Ann-Maree Dyer Awards Coordinators, 2009 – 2010.

Our journey began in early 2008 when I received a phone call from someone who introduced herself as Marj Kirkland. She said she was the incoming National President of the CBCA and was I interested in being the Awards Coordinator when the NE moved to Queensland in 2009 and did I know someone else in Rockhampton with a background in children’s literature with whom I could work? Yes and yes, was my immediate response. Enter Ann-Maree Dyer and the stage was set for our wonderful, intense, sometimes comical, but always rewarding two year roller coaster ride.



It’s hard to describe what it’s like being an Awards Coordinator. Liaising with judges, creators, wannabes and publishers doesn’t sound like a tough call and it isn’t, but it takes more time than you could ever imagine to respond, cajole, sympathise, plead, compile and edit, edit, edit, always being ever mindful of deadlines, diplomacy and the responsibility of the written word to communicate the intended message with just the right “feel” for each one.

Our path was rocky at first as we stumbled blindly along over some bumps in the road in the form of eligibility issues, slow judges and so much record keeping. Thankfully, Ann-Maree is an electronic guru and we learnt heaps in our first year which made the process smoother in the second year. Our guide

posts all along the way were the previous ACs, Jo Goodman and Chris Oughtred, who were enormously supportive and generous with their advice and practical help whenever we needed it. Quite often we came to a crossroad and needed guidance of another type. This is when we detoured into our National Office where Robyn Cations before her retirement, Lucy Carberry and Wendy Rush came to our aid. They were always helpful, efficient and responded quickly. We are very appreciative of the work they perform for the CBCA.

Both panels of judges we had the pleasure of working with were delightful and working with each panel was not unlike a little excursion off to the side of the main event, as we got to know them and their quirky personalities. All of the judges were truly professional, inspirational and thorough. We learned heaps from their reports, enjoyed listening to their impassioned arguments and applauded their good natured capitulation after losing a battle well fought. The Judges’ Conference was of course the highlight of each year and although far from being a holiday camp, we all nevertheless had time for fun and frivolity in amongst all the hard work.



Government House, Brisbane, 2009

For all of us, attendance at the Short List functions at Government House was another special feature of our travels.

Ann-Maree and I were so proud both years to watch our second year judges honoured by announcing the six chosen books in each category. At the announcement of the Book of the Year Awards, traditionally heralding the beginning of Children’s Book Week, the spotlight beams specifically on the creators of the winning and honour books. Each year, on this distinguished occasion, I reflected on where it all started – the receiving of those particular books in amongst a myriad of other books, the checking and cross checking against the accompanying entry form for accuracy and

eligibility, the reading and report writing of the judges, the discussions at the Judges’ Conferences and the many rounds of voting until the clear decision was arrived at. What a journey these books



have also been through to receive the accolades they so richly deserve, following a process that is both rigorous and honourable. Australian books for children and young people can now hold their own on the world stage. May the Book of the Year Awards always retain their integrity and honesty, so that the reputation of the CBCA can continue to grow and remain a positive force to influence the reading of children and young adults in Australia and internationally.



Judges' Conference -Fiction 2010

We will always be grateful to the National Executive for choosing us "sight unseen" and thank them for selecting us and trusting us to do what needed to be done in this important process. Our journey has reached its destination now and we are very happy with the road we have travelled. The entire National Executive has been an integral part of our

progress and we have all worked really hard as a team to ensure that as the custodians for 2009 and 2010, we leave the CBCA in a strong position. Our very best wishes go to South Australia who will take on the responsibility for 2011 and 2012, and specifically to the new Awards Coordinators, Nan Halliday and Helen Martin. We hope they enjoy the process as much as we have. The 2010 CBCA Awards Winners list and the 2010 Short List can be found on our website at <http://cbca.org.au/awards.htm>



AWARD COORDINATORS 2011-2012 REPORT

Nan Halliday and Helen Martin Awards Coordinators 2011-2012

We thank the incoming National Executive for the opportunity to take on this shared role and for their support and encouragement as we are learning about our responsibilities. We are thankful to the 2009-2010 Awards Coordinators, Lindell Lutton and Ann-Maree Dyer for their friendly and easy handover, and most appreciative of Jo Goodman's sound advice.

Nan is liaising with publishers in order to keep a steady flow of entries. As of 30 September National Office has sent out 200 titles to the fiction judges and 21 to the Eve Pownall judges. We are happy to report that the publishers are being responsive to our appeal for earlier entries.

Helen is working very closely with our eight fiction judges and our four non-fiction judges who are sending their reports and annotations to her. The process then includes compiling the reports and returning them to the judges with a list of required annotations. For our own information Helen also compiles the judging statistics which identify the voting trends and any questions regarding the categories that may arise. We feel this may be useful information to have on hand at the Judges' Conference next year.

We are looking forward to our first Judges' Conference. We will all come together on 7 April 2011 at the Largs Pier Hotel situated on the foreshore of St Vincent Gulf, about 18 Km from Adelaide. We are hoping for fine weather and plenty of opportunities to stroll along the Largs Jetty, to wander along the extensive beach and to explore Semaphore Road with its historic time ball tower, cafes and antique shops. Adelaide Town Hall is tentatively booked for the announcement of the Short List on Tuesday the 12th of April 2011.



Trisha Buckley – Junior Judges Coordinator

The Junior Judges program began in 2008. It was developed as an on-line national framework that schools and libraries could utilise in literature based activities using the CBCA Awards Short List. Students, guided by their teachers, are encouraged to read the shortlisted books and, based on the judging criteria, select their Winner and two Honour Books in one or more categories and cast their votes online either through their teachers or individually. The CBCA Junior Judges' Project encourages children to do their own judging of the shortlisted books in the annual CBCA Book Awards, based on similar criteria to that used by the CBCA Book of the Year judges.

Junior Judges Project 2010

Unfortunately the numbers of participants continue to decline. The activity requires someone with commitment and vision and a budget to ensure people believe it is worth their time. The 2010 Junior Judges Coordinators are preparing detailed reports to hand over to the Incoming National Executive with ideas and procedures to provide as much information to assist with getting the Junior Judges as much exposure and participation as possible.

The numbers of participants over the three years are:

Table 1: Voting Participants

Year	Class Groups	Students
2008	1483	30423
2009	592	12920
2010	279	6950

Table 2: Website Statistics (July/August 2010)

Visits	1,963
Page Views	10,817
Pages/Visit	5.51

Some suggestions are, requesting each Branch to take some responsibility and create an activity or a competition that can be posted on the website; continue to work with the Artwork creator to highlight the merchandise in this forum as well, and even move the Children's Book Week display competition to the JJ website. There is also a push to allow students to vote for themselves. I believe it is a project worth trying to improve and promote to enable more involvement by students in the Awards process.

A comparison of the 2010 voting between the Junior Judges Project and the actual BotY Award some Awards categories shows some interesting results. More information about the Junior Judges Project including all the 2010 voting can be found on the CBCA website at <http://juniorjudgesproject.com.au/>

OLDER READERS	CBCA Awards	Junior Judges
Winner	<i>Jarvis 24</i>	<i>Stolen</i>
Honour Books	<i>The Winds of Heaven</i> <i>A Small Free Kiss in the Dark</i>	<i>Liar</i> <i>The Winds of Heaven</i>
YOUNGER READERS		
Winner	<i>Darius Bell and the Glitter Pool</i>	<i>Pearl versus the World</i>
Honour Books	<i>Running with the Horses</i> <i>Pearl versus the World</i>	<i>The Whisperer</i> <i>Tensy Farlow and the Home for Mislaid Children</i>
PICTURE BOOK of the Year		
Winner	<i>The Hero of Little Street</i>	<i>Schumann the Shoeman</i>
Honour Books	<i>Isabella's Garden</i> <i>Fox and Fine Feathers</i>	<i>Fox and Fine Feathers</i> <i>Isabella's Garden</i>





Margaret Hamilton and June Smith – Awards Foundation Managers

INTRODUCTION

It is now fifteen years since the 1995 AGM in Brisbane voted to establish an Awards Foundation. The Foundation's aim was to raise \$1 million to fund prizes for the Children's Book of the Year Awards from income and dividends on investments. Following a ten-year fund-raising campaign the goal of \$1 million was realised in 2005. However, this does not mean that fund-raising should cease. It is important to continue to grow the capital in order to increase the available interest and dividends to fund the awards. Increased capital will buffer us against a downturn, like that experienced last year.

The CBCA Awards now have considerable competition from other awards, which have more funding and are able to give larger amounts of money as prizes. However, the CBCA awards are still the most influential; in the effect they have on sales of books and therefore increased royalties from sales for the creators. Also, as the longest running children's book awards, in Australia they have an outstanding reputation and following in schools and libraries. By setting up the Awards Foundation we have retained the integrity of our awards and they are totally independent of any outside funding.

DONATIONS THIS YEAR

New Major Donors. It is always gratifying when authors and illustrators, normally the recipients of the awards, make a contribution to the Awards Foundation. This year we were delighted to announce that multi award-winner **Margaret Wild**, with her donation of \$5000 is now a major donor. The **University of Queensland Press** have also become a major donor, with \$5000.

The Jill Midolo Campaign. Congratulations to the WA Branch for organising the fund-raising campaign in honour of the late Jill Midolo recognising all her work for the CBCA, as National Webmanager and as a judge for the awards. This campaign raised over \$5000 so Jill's name can now be added to the list of Major Donors (in memoriam).

The CBCA NSW Conference. This conference in Sydney in June this year was a great success and it achieved a substantial profit. The NSW Branch committee has generously contributed \$5000 to the Awards Foundation and we thank them for their support.

TOTAL DONATIONS 2010 YEAR TO DATE: \$19,041.00

ONGOING PUBLICITY AND FUND-RAISING

In the nearly sixteen years since the start of the Awards Foundation there are possibly many members in the CBCA who were not involved in the beginning and did not participate in the huge campaign to raise funds. It is therefore important that publicity about the Awards Foundation (especially the required list of Benefactors and Major Donors) continues to be included on all printed matter and on websites at every opportunity. It is only by maintaining awareness and continuous fund-raising that we will keep the vision alive.

Similarly, it is vital that the national sense of ownership in the Awards Foundation be kept alive on all levels of the CBCA; that awareness of it and the opportunity to contribute to it be given prominence in all CBCA publications and websites. The Children's Book of the Year Awards are the most prominent function of the CBCA. Therefore the Awards Foundation must continue to be a significant part of the national landscape of the CBCA with a national sense of ownership in it felt by everyone involved.

Several branches have continued to support the Awards Foundation and this year sent contributions, especially WA for the Jill Midolo Campaign and NSW from their conference (and no contribution is too small).

We thank the National Council for their support over the last two years and especially the Committee of Responsible Persons and look forward to working with the incoming National Executive in South Australia.





Jo Goodman – Award Coordinator

The Nan Chauncy Award is a biennial award created to honour people who have made an outstanding contribution to the field of Australian children's literature. The Nan Chauncy Award is the only such award made by the CBCA, and as such it is both prestigious and significant. Therefore it is important that the judges receive nominations that address the criteria, and that nominators follow the guidelines. Unfortunately in 2010 not only were there a disappointing number of nominations received, some of these did not adhere to the award conditions. Nonetheless the judges were able to agree on an excellent recipient in Lesley Reece, Founder and Director of the Fremantle Children's Literature Centre.

In 2010 Nan Chauncy Award was judged via teleconference and presented at the Book of the Year Awards in Brisbane on Friday 20 August. The judges for the 2010 Award were Rachel Hind (ACT), Helen Stower (QLD) and Maureen Mann (TAS). They applied themselves to the difficult task with great professionalism, and I thank them for their contribution.

Thanks as always to the Tasmanian Branch who commission the magnificent handcrafted document box, made from Tasmanian timber, and the plaque to go inside it. They also arrange for the notice about the Award that is displayed at Chauncy Vale to be updated. Thanks also to the National Office who deal with queries and receive and date stamp the nominations before forwarding them.

The 2010 NAN CHAUNCY AWARD WINNER - LESLEY REECE

Lesley Reece is the Founding Director, and current Chairperson of the Fremantle Children's Literature Centre (FCLC). When FCLC opened in 1992 it was both the culmination and the beginning of Lesley's dream of establishing a literature-based education centre showcasing children's literature and the



Lesley Reece, 2010 Nan Chauncy Award recipient

craft of writing and illustrating to both students and adults. FCLC is housed in the Old Fremantle Prison Hospital and comprises five galleries, a workshop, offices, archives and a self-contained three bedroom apartment enabling the FCLC to have artists in residence.

Lesley's on-going aim and purpose is to make children's literature accessible and stimulating, and to bring together children, parents, teachers, author/illustrators and specialists in the field. FCLC runs extensive programs giving children are given in-depth exposure to displays of original manuscripts, preliminary drawings and final artwork of current books often working with the actual creators learning and understanding the processes involved in writing and illustrating. Particularly successful is the innovative education program using picture books with secondary students.

The centre runs extensive writing workshops including touring Youth Lit Days and the "Sharing their craft" sessions where established authors and illustrators mentor new and emerging creators.

Her vision for, and on-going contribution to the teaching and promotion of children's literature in Australia and particularly Western Australia is outstanding. Her passion and advocacy for Australian authors and illustrators is exceptional. Lesley is hardworking, dynamic and determined in her support and promotion of children's literature. Her warmth and generosity in welcoming people to the FCLC is genuine and legendary. Lesley was presented with her Award in Brisbane as part of the celebration of Children's Book Week 2010.



NATIONAL OFFICE REPORT

Wendy Rush - National Office Manager

Communication and Public Relations



Penelope North (left) and Lucy Carberry members of the National Office staff

Unfortunately the office was unattended on the day of the Awards announcement. However alternative communication strategies were employed and appeared to work extremely well. A telephone message directed callers to the website and a mobile number provided for urgent calls. Of the latter, only one was received and that was redirected to the Media Consultant.

Interesting calls were received from parents inquiring about dress-ups for CBW. There was apparently some confusion regarding the theme “across the story bridge”. Most were referred back to their school

National Literacy and Numeracy Week – National Celebration of Literacy

This year National Reading Day was re-badged as the National Celebration of Literacy and extended to cover the whole of National Literacy and Numeracy Week 30 August to 5 September (the week after Children’s Book Week). Australian Association for the Teaching of English (AATE) and the Australian Literacy Educators’ association (ALEA) again used CBCA short listed books as the basis



for suggested activities, focussing on digital stories. Unfortunately there was less government promotion of the event and this had a direct impact on the number of schools signing up. 611 schools registered in 2010 compared with over 1,000 in 2009. AATE and ALEA believe there is more that could be done to involve CBCA, however, funding from year to year is not guaranteed and DEEWR tends to leave little time for planning.

Promotion of CBCA at AATE/ALEA Conference – Perth

National Office staff attended the national English and Literacy conference in Perth in July and took the opportunity to promote Children’s Book Week merchandise on the AATE/ALEA stand, taking samples of library bags and displaying the ‘Across the Story Bridge’ banner. We had a number of enquiries and hope they translated to merchandise sales, and greater Children’s Book Week participation. We will continue to promote CBCA at future AATE and ALEA conferences whenever possible.

CBCA Book of the Year Awards

Entries for the 2011 Book of the Year Awards had reached 200 at the time of writing, compared with 160 at the same time last year. Eve Pownall entries are at 21 compared with 23 for the same period, with entries for the various categories arriving weekly.



Merchandise – Online Ordering

Problems experienced with online ordering by Branches continue and these extended to the National Office this year. Problems and concerns for the National Office include:

- *There is no discount for Branch members – causing confusion and problems when the goods are received*
- *Duplication of payment by schools – causing extra work for Branches repaying*
- *System failure re sending copies of orders to both the Branch & the National Office*
- *Failure to Receive the Order – causing CBW last minutes ordering or necessitate the refunding of a cumbersome & complicated invoicing process requiring Branches to generate 2 invoices. One for the purchaser and another for the National Office.*
- *The system is subject to on-going malfunction.*
- *PayPal takes a percentage of the payments received.*
- *“Crashing” of the PayPal system once the final ordering stage was reached requiring large amounts of additional N.O .staff time in reprocessing the order by other means*
- *Online ordering requires double handling and often necessitates extra contact with customers to sort through issues.*
- *Additional staff time spent re-directing people who did not wished to pay via PayPal but wanting to order from their local Branch. We spent time with each one, directing them to the links and explaining how to order from their Branch. **Branch ordering links should be more prominent.***

The National Office requests that this facility be investigated thoroughly and, if it cannot be fixed, then a decision be made to close it down



Lucy Carberry sorting CBW merchandise for shipping.



Robyn Dean – National Merchandise Manager
 “across the story bridge” - 2010 CBW Theme

Another year of merchandise produced – it is incredibly rewarding to watch the process from sketches to art concepts, and then the production of the merchandise. Kylie Dunstan’s designs were lively and vivid in colour and her torn paper technique was skilfully used to convey the theme of the “story bridge”. Deadlines were mostly achieved, despite Kylie living in Vietnam. Wendy Rapee used her graphic designs skills to turn the artwork into concepts suitable for merchandise production. Thanks again to the National Office staff who have assisted me so well in producing another year’s merchandise.



Sales of 2010 merchandise have been steady, with some sales increasing, and others (most noticeably bags) decreasing significantly. With the proliferation of ‘Green Bags’ for as little as \$1 in supermarkets and bookstores, the sense in us producing a bag in future years should be considered by SA.

ITEM	SUPPLIER	\$\$ QUOTE	\$\$ SOLD	Number Ordered	Number Sold
CBW Posters	Hyde Park Press	\$1741	\$16,992.28	5000	4748
Short List Posters	Hyde Park Press	\$1741	\$12,111.37	5000	3392
Bookmarks	Hyde Park Press	\$2125	\$13,246.86	35000	30040
Notable Books	Hyde Park Press	\$2983 \$1758.90	\$11,578.62	1500 + 400 more were ordered	1653
Balloons	Balloon Agencies	\$2700	\$6,161.36	20000	17150
Book Plates	Signature Labels	\$1270	\$1,755.41	3000	3773 (querying this figure)
Stickers	Signature Labels	\$5500	\$9,849.98	7142	5991
Badges	X Badges	\$3516	\$4,791.35	3000	2183
Bags	Claytons	\$6578	\$2,500.84	2000	701
Banners	AFI Branding	\$8250	\$8,578.16	100	90

2011 MERCHANDISE

Unfortunately the winning artist Greg Rogers, is currently undergoing six months of chemotherapy. Despite this and its related adverse side effects he is very excited and honoured to be invited to create the CBW artwork and enthusiastic about the 2011 theme *One World, Many Stories* and has some ideas buzzing in his head which will hopefully soon be on paper. Claire Richards Incoming National Merchandise Coordinator will contract a graphic designer to work with Greg’s artwork when he is finished in January.

CBW ARTWORK and the CBCA NATIONAL ARCHIVES

Finally, the digitization of previous artwork is a work in progress and our National President Marj Kirkland has done much work on contracts and other documentation. Letters have been sent to try to contact previous CBCA winners.



Judith Russell – National Archivist

WORKING PARTY AT UNIVERSITY OF CANBERRA LIBRARY

At the last National Annual General Meeting I reported that in September 2009 I had handed over to the Lu Rees Archives many of the original artworks for past Children's Book Week posters and merchandise (some of which had associated material filed with them), limited edition prints of Children's Book Week posters and artworks for the Children's Book Week website banners.

These materials needed to be accessioned and described on the artwork framework sheets adopted by the Lu Rees Archives and individual item placed in archivally safe storage material. Altogether a total of 70 hours work was undertaken in Canberra to complete this task. A bound printout of the artwork framework sheets that we produced (currently Excel spreadsheets) will be available for perusal at the AGM for those who are interested. This work can be included in any future database of the Lu Rees Archives, although some research needs to be done to confirm that the description of media of each artwork is accurate.

Thank you to the National Executive who agreed to fund the purchase of the materials needed and a return airfare to Canberra. I would like to acknowledge Lyn Linning, who accompanied me, for the tremendous effort that she put in during this week and thank her for her ongoing support of and commitment to the CBCA National Archives. My sincere thanks are also extended to Belle Alderman who can be relied on for practical advice and a long corporate memory of National Archives matters and is both gracious and hospitable when we visit Canberra; and to Belinda Gamlen who not only provided tuition in the correct use of the archival materials, but was most generous with her time and advice during our time at the library.

RETURN OF CBW ARTWORK FROM THE NATIONAL LIBRARY OF AUSTRALIA

Last year it was noted that the 1993 artwork (Go under Cover), a collage artwork by Jeannie Baker in an acrylic box was not listed on the document that I signed as the collector of the artworks. The NLA staff had replied then that it may have been placed on outsized shelves off-site and that they would look for it and handed over to the Lu Rees Archives. Unfortunately this had not occurred.

This trip afforded the opportunity to meet with the NLA staff and we were successful in retrieving the Jeannie Baker artwork. The 2007 artwork (READiscover) on CD-ROM by Colin Thompson has also been located; advice was received with regard to files of artwork on CD-ROM to make quality colour printouts on acid free paper and that we could seek advice from the conservation staff at the NLA

Emma Jolley (NLA) has recommended that future transfers of material to the NLA be made when 6 boxes have been collected. Judging from the records that I have received this year, I would anticipate that the next deposit to the NLA would be at the conclusion of the incoming National Executive's term of office (ie. January 2013). Emma also spoke about what the NLA is doing to preserve the content of digital objects using software called Prometheus, although currently this is not accessible off library premises.

Personal contact between NLA staff and CBCA representatives has proved to be most worthwhile and served to reinforce mutual interest and respect. It recommended that this be maintained as this personal contact every few years would be valuable to both parties. The NLA is committed and interested in preserving our archives and pleased with our cooperation, and we felt reassured about the procedures that are being followed with regard to the CBCA National Archives.



John Cohen, Editor

This is my 24th year as Editor of *Reading Time*. Firstly an enormous thank you must go to those who assist in the on-going production of the journal, Hilary Cohen as Secretary/Treasurer and Janet Kemp as Assistant Editor. Thank you also to Lynn Babbage for her assistance as CBCA Representative. *Reading Time* is a labour of love and if the true value of their work was calculated the journal could not continue to run.

The last 12 months has been much the same as the past 2 years in terms of finances and subscriptions. The year ended with an increase (\$986 up from \$165 the previous year) on the bottom line. The editor and secretary/treasurer have taken a cut to help with the cash flow, the honorarium to the assistant editor and her typing costs have not been reduced. Substantial postage savings were made by sending the printer most illustrations on disk rather than the printed format.

CONTENT AND LAYOUT

The emphasis on profiling new and emerging Australian authors has been maintained and will continue in 2011. Visiting overseas authors and illustrators are tapped judiciously for input and when the editor is travelling he attempts to contact writers for interviews as well. Comments relating to this focus are encouraging and the Australia Council grant application emphasises this approach.

ADVERTISING

All the covers were sold and this has helped the finances. However, advertising is weak particularly inside the journal where it has dropped a little. Publishers are circulated the advertising rates and are reminded whenever contacted. It may come that if publishers want books reviewed they may have to understand an obligation to offer some advertising help. It is interesting to note that some publishers believe that *Reading Time* is funded by CBCA rather than standing alone.

SHORT LIST BOOK

In 2010, 875 copies were printed and most were sold. While content this year was of good quality the cost of receiving a black and white production should be reassessed to ascertain if the sale price for the Short List Book is too high, compared to *Reading Time*.

ARTS COUNCIL

2010 saw the sixth successful bid for an Australia Council Arts Grant. Although \$15000 was applied for the grant received has been \$10000 for the past few years. The grant monies for 2010 were \$8000 for which we are grateful. An application for \$15,000 has been made for 2011 with the hope, that if granted, it can put special emphasis on the 200th edition of *Reading Time*. Obtaining this grant can never be certain and if it does not come through then production reassessment will need to be made.

SUBSCRIPTIONS

Subscriptions in 2010 were the same as 2009. Proportionally postage costs increased substantially and are likely to continue to rise. Printing costs have however decreased. Over 100 institutions did not renew in 2010 the biggest group being schools and libraries in NSW. Letters were sent to these institutions offering both the early bird price and a free copy of the November issue. There have been a few takers and we are hopeful for more before the closing date.

There are approximately 70 electronic subscriptions. Some subscribers have chosen to return to hard copy. Email box space and difficulty in receiving material from Google Docs are the major reasons for the format reversals.

THE FUTURE

As always CBCA as a whole needs to support the journal if it wishes it to continue. Thank you to the Branches who circulate a subscription flyer in their newsletters. Branches are encouraged to highlight the advantages of subscribing. A *Reading Time* subscription as part of cost of Branch membership is another consideration. There are quite a number of members who do not come into contact with the journal and for the small price they might consider subscribing.



NATIONAL WEBSITE REPORT

Tricia Buckley – National Web Manager

Achievements in 2010

- The 1998 Notables were uploaded up and the 1992 Notables digitised. Unfortunately time constrains have meant that progress has not been as great as hoped.
- Many of the Australian and International award shortlists and winners were congratulated on the news section
- The benefactors and donors banners were updated when required
- Advocacy links and press releases were added, as well as partnerships and other national events
- The facebook page stands at 1,111 'friends'
- The 2011 Judges are posted, as are the 2011/2012 Eve Pownall Judges.
- An on-line Children's Book Week theme display competition was conducted and over 65 story bridge photos were uploaded

Website Statistics

Short List Announcement day

March 30 th	4,803 hits
March 31 st	2,412 hits
April 1 st	1,205 hits

BotY announcement day

August 20 th	5,948 hits
August 23 rd	6,694 hits

From August 16th to August 30th there was an average of 2960 hits per day

Unfortunately the Notables did not make the 9am upload time frame, the majority were linked by 10am on the Short List announcement day. We may have to reduce expectations next year and try for a rolling out of the Notables. It was not successful to attempt to have all the links working to all the separate files exactly at 9 am.

To alleviate concerns about the site crashing on Winners Announcement day and also to reach as many different audiences as possible Murray set up a new server, Jan Nicholls (WA Branch) sent the results to the cbcnet, and Miffy Farquarson (Vic Branch) posted them on the facebook page.

Search engines continue to be the main way people find us (86%) and the Children's Book Week page continues to be the most viewed. A comparison shows that for the month of August, there was an 8.6% increase in visits from 2009 and 2010. On the two most visited days (announcement day and the following Monday), on both occasions, 2010 numbers were stronger.

The Story Bridge Display competition

This year libraries were invited to submit photos of their CBW displays for the 2010 theme "across the story bridge". A merchandise pack prize was offered for the one judged the best. There were 65 entries and these could be viewed on the website. During August, the three pages of story bridges totalled over 11,000 hits. This competition was very successful and may be even bigger and more popular next year



Winning entry in the Story Bridge display competition

I continue to answer many queries to the feedback form, and thank everyone who has assisted me with advice, expert knowledge and support.





BRANCH ANNUAL REPORTS



ACT Branch 2010 Report

First I'd like to thank all our committee members and volunteers for their time, energy and ideas this year - we can't do it without them.

The ACT Branch will be the National Executive (NE) in 2013/2014, so planning and searching has started for NE members and people for the conference committee. We are pleased to already have some names and will keep head hunting!

Throughout the year we have some wonderful activities beginning with in March our **Clayton's Night**. This was held at the Centre for Teaching and Learning, and was well attended with 26 people there. We were pleased to have Jacaranda Books there again - they brought along the books recommended by the Clayton's Judges and they were available for purchase on the night. We had four new presenters again this year, and they all did a very good job. Thank you to all of them for all their reading and their interesting presentations!

Hard on the heels of the Clayton's Night came the **Short List dinner** at the City Labour Club. Put back a day announcement so that our Judge Rosemary Thomas could attend. She had been at the Judge's Conference and the Short List announcement in Queensland. We had a good attendance and a lively discussion of the shortlisted titles.

In May our Judge, Rosemary Thomas gave a thorough and interesting **Judge's Talk** on the Short Listed books to around 28 people at Jacaranda Bookstore, of the shortlisted books and their merits. This was our first Judge's Talk at Jacaranda, and they did an excellent job promoting and catering the event. They even discounted the shortlisted titles for us!

The **Awards Announcement** was held at the Woden Public Library, and was well attended with around 40 people there. Canberra Girls' Grammar Junior School gave a popular performance of *Bear and Chook by the Sea* before the announcement. Our Judge, Rosemary Thomas announced the winners and read *Kip*, much to the enjoyment of the kids in the audience. The venue was great – very child friendly – and there was a good Children's Book Week display. ACT Public Library staff were very helpful and I'd like to thank them on behalf of the Branch for all their Children's Book Week efforts.

Children's Book Week. 9 authors and illustrators, and 1 storyteller visited schools in 2010. Thank you to Rachel Hind who the entire visits single handedly!

The Wednesday of CBW the **Children's Seminar** was held at St Monica's Primary School. Our CBW authors and illustrators talked to groups of students in the afternoon after school – 45 students in total. Students were also lucky enough to have their copies of the authors books signed at the Seminar – and to have a shortlisted (and as it turned out, Honour Book winning!) author Christina Booth in attendance.

After the Seminar members of the Branch and the authors and illustrators enjoyed a great fun-filled dinner. We were very lucky to have so many events organised in Canberra during CBW – as well as visiting schools, authors and illustrators also gave workshops and talks at the ACT Public Libraries and there was a book launch and a day of activities for kids at the Canberra Museum and Gallery.

Throughout the year we are lucky enough to have authors visiting Canberra and the ACT Branch was delighted to host them for dinner. This year we have had visits and celebrated with - academic and author Virginia Lowe, local short-listed author Stephanie Owen Reeder and emerging author Bernadette Kelly was in Canberra as the May Gibbs Fellow, In September Margaret Wild and Jan Ormerod visited Canberra to give an artist's talk at the ACT Writer's Centre about the craft of creating picture books and in October we enjoyed sharing the company of author Dawn Meredith (Hort)





LU REES ARCHIVES of AUSTRALIAN CHILDREN'S LITERATURE

Belle Aldermann – Collection Development Manager

HIGHLIGHTS OF 2010

On behalf of the Lu Rees Archives Management Committee, we gratefully acknowledge the University of Canberra Library's generous support since 1980. The Library provides facilities, expertise, cataloguing and other in kind support.

We also acknowledge the annual donation of \$1,000 from the ACT Branch of The Children's Book Council of Australia (CBCA).

The CBCA's National Executive and National Council have funded, since 1993, the part-time position of the Lu Rees Archives Administrative Officer. This position provides 14 hours per week for 46 weeks of the year, thus enabling the Archives to manage, preserve and promote the collection.

The Archives continues its contribution to AustLit: The Resource for Australian Literature, the web-based database covering Australian literature from 1780 to the present. Twelve Australian universities and the National Library of Australia collaboratively provide bibliographic records and index Australian literature in print and electronic sources. In 2000, the Archives initially provided 12,000 bibliographic records and thereafter has indexed works by and about children's and young adult literature, thereby adding to the knowledge base of Australian children's literature.

From an initial collection of 500 books, the Archives now holds approximately 19,902 books including 2,392 overseas translations. There were 1,360 books donated, including 407 overseas editions (368 of these by Emily Rodda), and 15 serial titles between 30 September 2009 and 7 October 2010. Donors included 27 publishers and 57 individuals and organisations. See Appendix 4, Donations, for details.

Under the Cultural Gifts Program this year, the Archives accepted a third collection of papers and manuscripts from Brian Caswell, and the papers and manuscripts of Emily Rodda (aka Jennifer Rowe). Finding aids have been created for these collections, to be added to the website by the end of 2010.

The Archives Funding Group, which seeks grants and makes applications, has been very active, with seven applications submitted. Results include: three funded grants; two not funded and two unknown results at present. The Archives has pursued its 2009 funded project, *Preserving and Promoting the Lu Rees Archives Artwork for Research and Exhibition Purposes*, with the Canberra Institute of Technology museum studies students. They achieved a two-week exhibition featuring original artwork and developmental materials from Rodney McRae's *Cry Me a River*. A museum studies graduate has begun entering artwork on our database.

The Archives continued its commitment to promoting visual literacy with classes of secondary students from Radford College and Melrose High School, as well as with Australian National University adult students studying the creation of picture books. After the mid 2009 visit from Marj Kirkland, National President of The Children's Book Council of Australia, the Archives has pursued several recommendations relating to fundraising and specifically higher visibility on its website in relation to monetary gifts.

Over 14 months, we searched for 52 issues of *Rippa Reading*, a journal created by adolescent Jonathan Appleton and published between 1986 and 1995. With the help of many across Australia, we completed our holdings, with the Archives the only source in Australia for the full run.

We are also pleased to report a commercial company, The Learning Edge International, is sponsoring database development, licences to enter data and for users to search, and a server to store data. This database, called EQUELLA, will enable the Archives' researchers to search across our research files, finding aids, artwork, photographs and other materials in unique and powerful ways.

This report only presents the major highlights of 2010. The full Lu Rees Archives annual report and the list of 2010 donations to the collection can be accessed on the Lu Rees Archives website <http://www.canberra.edu.au/lurees/home>





NSW Branch 2010 Report

It has been a very full year with two extra events on the calendar to stretch the talents and time of our hard-working committee.

Lady Cutler Award Dinner 2009 - As this year's recipient, Chris Cheng, was in Hong Kong at the time, he received his award via Skype. Dinner guests included Lady Helen and Sir Roden Cutler's son, Mark and his wife Michelle. Suzanne Gervay gave the citation for Chris, and Steven Herrick was the after-dinner speaker. We also remembered the passing of both Sandy Campbell, and Kilmeny Niland and a certificate was presented to Kilmeny's sister, Deborah, to acknowledge Kilmeny's rich contribution to Australian children's literature.

ALoud Programme - This year grants from Arts NSW and the Australian School Librarians' Association (ASLA) were designated partly for events in disadvantaged rural areas of NSW, by way of literary festivals in Broken Hill and Bathurst. ALoud also contributed to an HSC Extension Writing Course held by the South Coast - Illawarra Sub-Branch, as well as providing an author for the Youth Reviews the Shortlist: Older Readers Videoconference.

Frustrated Writers' Mentoring Programme - It was discouraging to again be denied Arts NSW funding for this successful initiative resulting in the programme being shelved this year. However, a publisher has assured support for next year by promising an editor-mentor plus funding.

The AAA: Anticipate! Appreciate! Applaud! The Short List - The event was well-attended with 120 delegates. The keynote speaker, Dr Kerry White, spoke on technology-information overload. Reviews on the books that might be on the Short List were given with insight and passion by our five courageous panellists, Dr Robin Morrow, Chris Cheng, Rachel Robson, William Kostakis and Dr Sharyn Jamieson. Susanne Gervay presented Chris Cheng with his Lady Cutler Award, this time in person, and other speakers included Sue Whiting, Gail Erskine, Lisa Shanahan and Emma Quay. The day finished with NIDA's presentation of a taste of their inaugural Children's Book Week Schools Production, *Across the Story Bridge*.

Book Sale - Once again Ernie Tucker organised a successful Book Sale from the Office over two days, thanks to the generosity of several publishers.

Masterclasses - These highly successful writing workshops for Primary School students were organised this year through the Sydney Writers' Festival at the State Library. Children enjoyed the sessions led by Sandy Fussell, Chris Morpew and Jacquie Harvey.

Senior Masterclasses were held also for a group of Secondary students at the National Maritime Museum, under the tutelage of Anthony Eaton, Jaclyn Moriarty and Susanne Gervay ably assisted by Lindsay Knight from Random House.

Merchandise - We were delighted with the quantities ordered by schools and libraries.

NSW Branch Conference -- Imagine This! Imagine That! - Imagine This! Four hundred people gathering at the Menzies Hotel in Sydney for the CBCA NSW Branch Conference. Delegates from almost every state, and New Zealand, eagerly listened, lined up to have books signed, joined in the fun of a 'Queen Victoria's Underpants' cocktail party, laughed, were moved and lost in stories.

The Conference was opened by Her Excellency, Professor Marie Bashir AC CVO, Governor of NSW. Andy Griffith spoke of his adventures as an ILP Ambassador, and thanks to the generosity of the delegates, a donation of \$2,000 was made to the Indigenous Literacy Project, to bring books to children in remote communities.



Libby Gleeson's inspiring keynote address led a parade of who's who of Australian authors, illustrators, and experts in the field of children's literature, including Shaun Tan, Marcus Zusak, Glenda Millard, Stephen Michael King, Margaret Hamilton, Ursula Dubosarsky and Tohby Riddle.

The spectacular final sessions were an amazing climax to two wonderful days. Bob Graham's fascinating talk was followed by a musical tribute to him, performed by the 'Children's Book Council Orchestra' under the baton of esteemed composer and conductor, George Ellis, which brought the house down and sent everyone away humming.

The committee went away with the thought – We did it! Imagine That!

Children's Book Week Events

1) Author Teas - Afternoon teas were held by our main Branch in Inner West and Northern Sydney Primary schools in the lead-up to Children's Book Week with several author-speakers at each.

2) Youth Reviews the Shortlist: Younger Readers - On Friday 20th August, approximately 100 children, parents and teachers, representing two local schools, gathered at a southern Sydney Primary school to celebrate the announcement of the Short List. Sue Walker spoke about her new book, *Arnie Avery*, and a panel of student reviewers, each speaking about one of the shortlisted Younger Readers titles, attempted to persuade the audience that his/her book should be the winner. Before the announcement of the 'real' prize-winners, the audience voted, with some interesting results.

3) Youth Reviews the Shortlist: Older Readers – Ernie Tucker, Judith Ridge and guest author, Richard Harland were amongst the contributors to this video-cast from Hurlstone Agriculture College. Four rural schools were involved and the video-cast was broadcast through the NSW Department of Education Distance and Rural Education Office. The event was available for viewing until the end of August on their website.

4) Stories on Screen Showcase - 2010 saw our inaugural Stories on Screen Showcase event. 400 children in the Teachers' Federation Auditorium celebrated in "Oscar style" to watch, expectantly, the screening of the shortlisted films. Penny Chapman, the director of the *My Place* television adaptation of the picture book by Nadia Wheatley and Donna Rawlins, spoke, and, after a viewing of the 1988 episode, Nadia interviewed two of the lead child actors from this episode. We are grateful to Little Hare for donating the First Prize of \$500 and to Random House for providing third prize.

Sydney Children's Festival - This year it was decided to offer our support to the annual Sydney Children's Festival at Carriageworks. Jamie Dawson, the Festival Manager, welcomed our help of suggestions for participating authors and illustrators. The end result was an author talk on each afternoon of the 13 days of the festival, with a CBCA presence each day. Partnerships of this kind are always fruitful.

News and Views – The newsletter is important as the public face of the CBCA NSW Branch and I agreed to take over the compiling and editing this year. We are indebted to Wendy Rapee, Nova and Roman Printing for its publication.

Website - Thank you to William Kostakis who has agreed to update our website and design and manage a blog for us by which we hope to provide more 'up-to-the-minute' information.

Sub-Branches - Many thanks to the hard work of all the Sub-Branches. Currently we have active Sub-Branches in the following areas: Central Coast, Northern Sydney, South Coast – Illawarra and Armidale. Unfortunately, Sutherland has had to close. However a new Sub-Branch is keen to form in the Inner West.

Sincere thanks to all our Committee members of 2009-2010. Publisher involvement and public support have been significantly lifted due to our success with high profile events this year. Financially we are healthy. We have a new Committee which is professional and capable and, with welcome additions of the imaginative and youthful, we can look forward confidently to another successful year of endorsing our CBCA mission statement: bringing good books, authors and children together.



N.T. Branch 2010 Report

We have had another wonderful year in the CBCA NT.

Membership - Changes are afoot with our membership. We are in the process of changing from a financial year membership to a calendar year membership. We currently have 31 financial members. Hopefully some lapsed memberships will be renewed shortly; new members will join and schools and other institutions will see the benefits brought to them by our volunteers and join also.

Executive - Thanks to all the members of the executive for the different roles you do; Amanda Boskell for maintaining the NT website. Vice-President Wendy Kleeman who is always been available to assist with organizing events in Alice Springs and Alex Kersemakers has done a sterling job as our newsletter editor. Particular thanks must go to Judith Cooper our tireless treasurer and to Celia Otley, our secretary, who get things done in a timely and efficient way.

Judges - Our NT judge, Pat Moore, did a great job as an ambassador for our branch with the many talks she gave. All her talks have been stimulating and have certainly led many to read books they may not otherwise have known about. We now look forward to hearing from our new judge, Ian McLean as he reads his way through the Awards entries in 2010 and 2011.

Authors and illustrators - How lucky we are to have children's writers of the calibre of Leonie Norrington in the NT. Leonie presented at this year's NT Writer's Centre Wordstorm festival in Darwin in May and also at the CLIC festival in Alice Springs in August.

Alice Springs members were able to get Pamela Lofts' to sign her new book *Snug as a hug* at the launch in March. Darwin members were also able to get Jasmine Jan's first beautiful watercolour picture book for children, *Counting with birds from Northern Australia* signed at the launch in Darwin in August at NTL.

Breakfast meeting – Alice Springs - Breakfast at Samphire was a great way to start the year off in February and in March our judge Pat Moore spoke to Darwin members about her favorite books at a Brunch meeting

NT Writers festival – Darwin - Kim Michelle Toft and Wendy Harmer were two who visited schools. Pat had KMT for two fabulous days at her school. Great to have links with NTWC.

Caroline Jones' Talk – Alice Springs - In conjunction with Dymocks Alice Springs CBCA NT was pleased to host a talk by Caroline Jones in June. Proceeds from this were put towards CLIC.

Short List Brunch – Alice Springs - Many keenly anticipated the 3rd Short List Brunch in Alice Springs in July. We gathered the support of 30 new reviewers from many walks of life and with the skills of MC Dave Evans a most enjoyable morning was had by all.

Children's Literature In the Centre Festival – CLIC – Alice Springs - The world of children's literature is certainly one of joys and surprises. The CLIC festival held in Alice Springs in August gave us much cause for joy and just a few surprises too! Much-loved local illustrator Pamela Lofts, of *Wombat Stew* fame, found many fans as she faced a new role as presenter to schools and community members. Kaye Kessing, another local, of 'Easter Bilby' fame, helped us throughout the festival and presented on the Saturday to eager attendees who delighted in Kaye's wonderful storytelling. Our other presenters were all extremely well received and overwhelmingly positive feedback was received about all presenters, workshops and events. Leonie Norrington, Archie Fusillo, Anita Heiss, Andrew Plant, Brian Falkner and Narelle Oliver were the other presenters. As well we had a fabulous exhibition of Pamela Lofts' original illustrations, a delicious and very entertaining dinner at the Desert Park and continuous storytelling throughout the day on Saturday. Thanks to everyone involved in helping to put on CLIC 2010 and in particular, huge thanks to Celia Otley.

We have much to look forward to as we end 2010. Once again we are grateful for the close relationship we share with ASLA, NTL, various public libraries, NT Writers' Centre, ALIA, schools and the Education Department.





QUEENSLAND Branch 2010 Report

2010 has been a very busy year for CBCA in Queensland

It started with the large task of moving our office to its new space in the **State of Writing Centre at the State Library of Queensland**. After a period of dealing with various issues – sharing an office with other groups had its teething problems and also sorting out an efficient telecommunication system we are confident and comfortable with our new arrangements

Another change was to the **payment policy for external Judges Talks**, with the implementation of a set fee, rather than a reliance on donations by the group booking the Judges time. This was introduced to ensure that the Judge is compensated in a small way. The full fee goes to the Judge to cover fuel costs and time spent.

In March we held another successful **Claytons Shortlist Night** at St Lawrence's, with a great attendance and excellent speakers.

Below: Queensland Judge, Joy Lawn discussing the Short Listed books



In May, we held our first event in our new premises at the State Library. It was a very successful **Judge's Talk**, with full bookings a week before the event and a scramble on the night to find enough chairs for all the attendees. Our judge, Joy Lawn gave us an invaluable and fascinating insight into the shortlisted books and the judging process.

We were also lucky enough to have Children's Literature expert **Dr Virginia Lowe** visit Brisbane and give a talk on writing and publishing children's books. Held at

Carindale Library this was a joint venture with Brisbane City Council Libraries. An audience of around 15 people were enthralled by Virginia's stories of working in the industry and stayed to ask so many questions that the library had to kick us out at closing time!

On Sunday 6 June we took part in the **Queensland Day celebration** at Government House. For the first time we sold merchandise at our stall – greeting cards, badges and stickers; overall a successful day.

On June 9 the **new State of Writing website** was launched at the State Library of Queensland. Our Branch President, Tina Cavanough signed, on behalf of CBCA (Qld), the Guiding Principles, making us an official member of the State of Writing family. The State of Writing website is <http://astateofwriting.org.au/>

The official launch of A State of Writing was held in early September. Along with our State of Writing partners we were entertained on the night by Jessica Watson, who talked about writing her bestseller *True Spirit*, which details her trip sailing around the world and Jessica Rudd, who shared some hilarious passages from her debut novel *Campaign Ruby*.

On 24 June we hosted, along with Booklinks and The Queensland Poetry Festival, our first State of Writing luncheon in our new office space at the State Library. These luncheons are a chance for all the State of Writing partners to get together, network and plan events.

June also saw **our first fully electronic newsletter**, posted on the website, with members given a link to the page on which to access it. This move to the non paper copy has seen us cut printing and postage costs, as well as save volunteer time. Some paper copies are still sent to Life members who



do not have access to a computer or the internet. However overall, this change has been well accepted by our members – we haven't had any negative feedback to date.

June is also the peak time for **merchandise packing and distribution**. Orders came in thick and fast via email and our electronic fax service – so thick and fast that we ran out of some items and had to reorder a couple of times. Sales of our ***Inside the Shortlist* publication** began slowly but soon built up speed. Our thanks go to the other branches that publicised the book with their memberships. Once again we produced a t-shirt for Children's Book Week. Last year we quickly ran out of larger sizes and, of course, this year, when we ordered more of the larger sizes, it was all the smaller sizes people wanted! In any case, we sold almost the whole print run, with only a few left over. As we ran out of smaller sizes, there were a number of orders that we were unable to fill. The on-going popularity of our t-shirts, and of *Inside the Shortlist*, has been quite pleasing.

The official **CBCA Book of the Year Awards Announcement** at Customs House on 20 August was followed the same evening by a very enjoyable Children's Book Week Dinner at the Medina Hotel – another sold out event. With a beautiful view of the Story Bridge, we congratulated the winners and nominees and enjoyed an entertaining dinner speech by Lesley Reece from the Fremantle Children's Literature Centre in WA.



Storytelling at the State Library of Queensland during Children's Book Week

And with that, **Children's Book Week** was off and running. We held a storytelling event for under 8's in The Corner at the State Library. This was a joint project between us, The State Library of Queensland and the Queensland Storytelling Guild. It was attended by over 60 children and their parents – a total crowd of over 100 across 2 sessions!

The Readers Cup State Finals competitions were held at the State Library of Queensland on 31 August and 1 September. With a capacity audience and fantastic quizmasters, this was one of our most successful Readers Cup Finals yet. Our guest quizmasters were Brian Falkner and Richard Newsome. The full details of winners and photos from the nights are on our website.

We're looking forward in 2011 to another busy year of spreading the good word about Australian Children's Books, Reading and Literacy.



S.A. Branch 2010 Report

2010 has been an active year for the Branch and one filled with anticipation that for the next two years, the National Executive will be operating from South Australia. We are a small but effective group and have begun putting in place the basic structures for the changeover in November of this year. The two year term will be a challenging and exciting time, culminating in 2012 with the CBCA Conference – *Multistoried* – in May 17-19, at the Adelaide Convention Centre.

The Federal Inquiry into School Libraries and Teacher Librarians in Australian Schools was a significant factor in our thoughts and activities this year. Our President Julie Wells spoke to a submission made on behalf of the SA Branch to the Inquiry in July along with several other interested groups. We were very pleased to have the opportunity to appear and present our case for investing in library staff and their training, particularly in the education sector in meeting the needs of all students. We trust the Inquiry will resume now that the Federal Government has begun settling to the tasks ahead.

The Branch particularly saddened by the death of **Jean Fatchen** in February 2010 Jean was the adored wife of our patron Max, renowned SA journalist, poet and author. We note with sadness the death of several others, **Jill Midolo**, of the WA Branch well-known and respected in the CBCA community Australia wide and Australian author **Patricia Wrightson** has left us too, remembered with fine words by Mark Macleod – *'and now she rides the wind of memory and enters the realm of pure story, like those wonderful, unforgettable spirits – those shadows of time – above the land she loved so much'*.

Celebrations and Awards - We joined members of the community of SA for a Reception celebrating Max's 90th Birthday on Wednesday 4 August at the Adelaide Town Hall. Many of his CBCA friends came along. We gave him a gift of *Australian Backyard Explorer* by Peter MacInnis.

Australian illustrator **Freya Blackwood** is the first Australian woman to win the CILIP Kate Greenaway Medal – the UK's most prestigious children's illustration award – given for her book *Harry & Hopper*. **Lili Wilkinson** has won the Ena Noel Award for an emerging young writer for her book *Scatterheart*, awarded by IBBY Australia. The SA Festival Awards for this year presented **Shaun Tan** with the winning \$15,000 children's literature prize for his *Tales of Outer Suburbia*. SA author, **Christobel Mattingley** has been awarded The Alice Award for 2010; the award is given every 2 years by the Societies of Women Writers in Australia. She was nominated by the South Australian Society.

Beryl Siemionow, a longstanding SA Branch Committee member and past CBCA Awards Judge, was awarded the 2010 Joan Brewer Award for Excellence in Teacher Librarianship, sponsored by School Librarians Association of SA (SLASA). Congratulations to Beryl on her inspirational work in conveying to children and adults her passion for books and reading.

Events for the year have kept us busy, and all committee members are to be praised and thanked most sincerely for all the planning, fine-tuning, presentation and overall support that have been given so generously.

Thanks to Val van Putten's organisation and diligence our **quarterly newsletter** continues to inform about the CBCA both at the Branch level and nationally. We are considering producing an online version as other branches have done.

The **2010 Art and Cocktail Party** was held at Westbourne Park Primary School on 26 February. 2010 was *The Year of Biodiversity*, book displays, talks about the local SA wetlands, art ideas and resources were organised. This event is popular and always attracts good numbers.

At the **Clayton's Shortlist Evening** at Burnside Public Library on March 22 four wonderful and knowledgeable speakers tested their skills in judging best books. The evening attracted excellent numbers and with lists distributed and time to discuss choices, all agreed the Clayton's event is well-worth keeping on our calendar.



Judge's Talk - Our current judge, Val van Putten gave a talk at the SA Writers' Centre on 7 June. She cleverly discussed selected entries dividing them up in terms of themes and characteristics, keeping in mind that the child as audience should be uppermost in the judging process. Thank you Val for your dedication and thoughtful, inspiring reading.

SA Judge Val van Putten discussing the 2010 Short Listed books.

Children's Book Week - Our Children's Book Week dinner was held at the Hackney Hotel, alongside the River Torrens Park where a number of bridges span the water! Children's author, Claire Saxby, was visiting Adelaide as the current recipient of the May Gibbs Children's Literature Trust Residential Fellowship and we invited her to join us for the celebrations. With a few words from Claire, a Spicks and Specks style competition, plenty of raffles, a bridge judging and a delicious meal, all guests left well into the night feeling that Children's Book Week had been welcomed in most successfully!



The following day we arranged a free event in the Adelaide Botanic Garden promoting Children's Book Week and providing craft activities, storytelling, face painting. Partnering with May Gibbs, MS Readathon, The Little Big Book Club and Premier's Reading Challenge gave greater exposure for the event and we welcomed about 200 families over a three hour period. With a great backdrop and perfect weather we were pleased with the day.

Last year our **Branch AGM** in October hosted Ruth Starke and Greg Holfeld *In Conversation*. This year we welcome Don Henderson. We hope that the SA Branch can continue to assist, even in a small way, in furthering the fine reputations of some of the many talented authors and illustrators in our state.

We look forward to the year ahead as many of us assume roles to manage the affairs of the CBCA. At branch level it is still vital that we address the issues of a changing world in terms of books and reading and that we remain supportive of, and focussed on, the issues facing the National Executive.

Many thanks to the members of the SA Branch for their interest and concern for the CBCA; your time is important to you but it is also vital to us.



SA Branch members Beryl Siemionow (left) and Pam Whitford- Hay at the 2010 CBW dinner



TASMANIA Branch 2010 Report

I am pleased to be able to report on the activities of the Tasmanian Branch. Membership numbers remain pleasing of course we would like to attract more people from the community. With this in mind we have worked hard to raise our profile in Tasmania.

We have continued to plan our activities round the three goals of our **Strategic Plan 2007- 2010**, and after considerable discussion have updated our Constitution to more accurately reflect our aims and objectives, and the way we seek to attain them.

Goal 1: Engage with the community

Following on our successful conference last year, we took a possibly risky decision and held the conference ('*across the story bridge*') in Hobart on 9 July, then moved the conference to Launceston on the next day. We were thrilled with the result of this as we doubled the number of people attending. Speakers Catherine Bateson, Paul Collins, and Dr Jim Thomas (from the USA) were also made available to visit some Hobart and Launceston schools while they were in the state.



Author Anne Morgan talking about her Captain Clawbeak books

Another conference initiative was a session for Tasmanian children's authors to meet as a group and develop networks to support themselves in the future, and at both venues this was very much appreciated. Each author had time to briefly address the conference on their work, which proved a popular part of the conference. We also presented sessions on possible activities that could be used for Children's Book Week in schools.

The Southern Readers' Cup for 2009 was held in October last year, and we are in the final stages of



planning for the 2010 competitions, to be held in the next fortnight. It is a very popular event in both primary and secondary schools in southern Tasmania. Last year we held the primary school session in the early evening, and a very pleasing number of parents and friends came along to give support. We appreciate the generosity of Princes Street Primary School and Ogilvie High School in allowing us to use their facilities.

Busy teams and interested parents at the Readers' Cup

Carol Fuller, the Tasmanian Awards judge presented well-attended talks with interested community members on the shortlisted books for 2010, in Hobart, Launceston, and Devonport. Our Tasmanian Judge for 2011-2012, Jenni Connor, has already started work on her task of reading all the books nominated for the 2011 Awards. Thank you to both Carol and Jenni for their wonderful work.

Goal 2: Increase membership

We are constantly seeking ways to increase our membership. Information about membership and our activities are on our website and our newsletter is emailed to members quarterly and available to the public via our website. We use every means of communication we can with teachers and library staff in schools throughout the state and we are working on a new brochure about CBCA Tasmania and its activities doe distribution state-wide.

Goal 3: Foster partnerships

A previous committee member, Angela Briant, facilitated a partnership for us with the Independent Education Union (Tasmania), and this partnership was very effective in communicating news of our conference to interested staff in independent schools.

The Tasmanian Writers' Centre is a supporter of our activities and the Branch also has developed affiliations with bookshops such as the Hobart Bookshop, Fullers Bookshop and Stories and we were pleased that these bookshops were able to support our conference again this year.

Some of our institutional members were fortunate to receive posters from IBBY (International Board on Books for Young People) with their membership receipts, and we were able to partner with some schools to bring our conference speakers to Tasmania, the schools employing the speakers to conduct sessions at the schools.

Annual General Meeting, 9 October 2010

Our AGM was held Princes Street Primary School in Hobart enabling us to inspect their new library.

In addition we were extremely fortunate to have Tony Flowers, winner of the Iguchi-Bunshu prize for the best pop-up book, in Japan's prestigious Oshima International Handmade Picture-Book Contest, for 2010. Tony showed some samples of his pop-up book work—they are one-offs of course, as the commercial publication of such intricate work would be all but financially impossible.



More information about Tony's work can be found at

http://www.themercury.com.au/article/2010/08/03/163131_tasmania-news.html

Executive Committee 2009-2010

Thank you to all the committee members who have worked so hard on their various responsibilities during the past twelve months, and been so supportive of the Branch.



VICTORIAN Branch 2010 Report

This year we welcomed four new Committee (Marissa Caluzz, Miffy Farquharson, Fiona Longfield and Jaquelyn Muller) we also welcomed Dr Virginia Lowe back to the Committee after an absence of a couple of years.

Our first commitment was our **55th Christmas Book Appeal**. It provided a good opportunity for new Committee members to meet those of us who were continuing and we completed the packing by early afternoon. Over the past few years, we had begun to question the viability of continuing the Appeal given a number of other organisations are also providing books for children with a better infrastructure than we have.

In May, at a special **Strategic Planning Meeting**, we addressed this issue and it was decided that 2010 would be our last Christmas Book Appeal. We will continue to provide books and expertise but in a more targeted way, not restricted to Christmas but on a needs basis. This was further emphasised when reflecting on the work we undertook during our Bushfire Crisis.

Our first official event for the year was our **Clayton's Night Dinner** on March 9th. The event was held at Adams@Latrobe (University) and we again themed the presenters, with booksellers being the representative group. We again used this occasion to present the **Leila St John Award** for services to children's literature in Victoria with Albert Ullin OAM being the popular recipient.

Short List Announcement Morning Tea was held at the Little Book Room. Excitement grew as 12 noon approached and we were clutching our Notables List for reference, as the titles were downloaded. Consensus was that it was a good list, with little controversy anticipated

Our Victorian Judge, Suzanne Thwaites, began her round of Judge's Talks on Tuesday 4th May with the Melbourne **Judge's Talk** at Vision Australia. Approximately 60 people heard her share her thoughts on the judging process and the Short List. Overall, Suzanne presented 15 Judge's Talks across the state, 7 in rural areas and 8 in the Greater Melbourne area.

In an effort to lift the professional profile of the CBCA in Victoria, we have been actively seeking and nurturing partnerships with like-minded organisations. These have resulted in successful working relationships with the following organisations

- Melbourne Writers' Festival
- State Library of Victoria
- The Wheeler Centre
- Zart Art

August was our busiest month, with a **CBCA event** of some sort every Thursday evening, in addition to our Children's Book Week based activities.

Thursday 12th August saw the culmination of the work of that had gone into the establishing and maintaining our CBCA Collection now housed at Deakin University's Burwood Campus Library. Our Branch was established in August 1954 by Dame Ada Norris, Mrs Leila St John and Mrs W. Whitney King. We have recognised Leila through our Branch Award but have been seeking a suitable opportunity to acknowledge Dame Ada Norris's work. Our Collection will now be known as the **Dame Ada Norris Collection** and a Cocktail Function attended by CBCA members, Deakin University colleagues and Dame Ada's family saw this eventuate. The Collection comprises five categories:

- CBCA Award Short List (incl. Crichton Award)
- Books for Children
- Teacher Librarianship
- CBCA Vic. Branch Archives
- Barbara Elkhorne Collection

Alan Jager is currently working through the holdings and we will be seeking to fill the gaps once they have been identified.



On Friday 20th August, we again hosted our **Branch Awards Announcement** with the venue being Manor Lakes P-12 Special College in Melbourne's new north western growth corridor. Illness laid a number of guests' low, so attendance was down but all who attended enjoyed the day and we had student representatives from eight schools. Special thanks to Tye Cattanach the Teacher Librarian and Jason Smallwood the Principal, for their total commitment to the celebration.

Children's Book Week also saw us hold our first **CBCA / Zart Art Seminar** on Thursday 26th August at the Zart Art complex. This partnership is the highlight of our year in many ways, as our inaugural seminar exceeded our expectations and the success of future events we hope is assured. With Zart Art providing the venue and catering and CBCA the programming and acceptances, we had approx 55 people attend to hear Leigh Hobbs, Ann James, Coral Tulloch and Michelle Dawson discuss illustrating in black and white.

We are revisiting resource materials and supported the Seminar with an "In Black & White" booklist, which was very popular. It joins the booklists devised for our Melbourne Writers' Festival presence and all will be put on our website in due course. These booklists will grow as new ones are added to support our upcoming events and seminars. The final Seminar for the year is on Thursday 4th November and will see Sally Rippin, Patricia Mullins, Kevin Burgemeestre and Sue DeGennaro discuss illustrating using Collage.

For many years, the Victorian Branch's Children's Book Week celebrations have conflicted with the Melbourne Writers' Festival. We have tried to discuss partnerships with previous Directors but this year, with Steve Grimwade taking up the reins, Sian Smith and I met with him last October to discuss a possible partnership. These early discussions were encouraging but unfortunately, as Children's Book Week moved closer, our involvement lessened, with new contacts becoming involved and our original plans seeming to fall by the wayside. We finally ended up working in conjunction with the Festival's Wordplay@Artplay program, where we provided storytelling sessions and an "information booth presence on the two weekends "bookending" the Festival – 28th/29th August and 4th/5th September. It was nowhere near as successful as we would have liked but it did provide an opportunity to see where we feel we could better fit in the broader Festival program and we will seek further discussions re next year's event.

Our attendance at the Writers' Festival has again brought us to the notice of Federation Square and we are currently speaking with them re a **Children's Book Week** presence on Saturday 20th August 2011, in addition to a possible presence the following weekend with the Festival.

A partnership with the **State Library of Victoria** will see us support them with volunteer guides and "activity helpers" for their major exhibition of artwork from recent children's books (Look! Australian Picture Books Now) which will run from the beginning of December through to May 2011. We will also be partnering with the State Library and The Wheeler Centre in holding a major children's literature festival in Melbourne's CBD from Sunday 3rd to Tuesday 5th April 2011.

Our **Branch marketing** was becoming tired, so this year we have been worked with designers to visually lift our image and develop a recognisable brand. The Branch has new banners and promotional material advertising the Crichton Award. Improvements have been made to our print based materials, with a new membership brochure and moving through our various invitations.

New Committee member Jaq Muller brought with her a level of technological expertise we had been lacking and Vic. Branch is now in the C21st with a Facebook presence and is also on Twitter. In 2011, this will extend to updating our website presence.

In recognising that what we have to offer is expertise and in an effort to engage the community with literature for young Australians, we have endeavoured to maximise our exposure through offering our services to a number of organisations this year and we have generally been pleased with the result.

I would like to conclude by thanking the Committee – change is not always easy to embrace but I honestly believe we have achieved a lot this year. Together we have lifted the professional profile of our Branch and nurtured the partnerships into which we have entered. We have faced a number of personal and professional challenges this year and yet each member of the committee has contributed as and when they could.



WA Branch 2010 Report

It has been another busy and productive year for the WA Branch and this report not only records the year's activities but highlights the passion and dedication the WA Branch puts into the promotion of children's literature through the tireless efforts of the various sub-committees. Our thanks also to Judi Jagger who has represented us with such distinction as the WA Judge for the Book of the Year Awards



The year got off to a tragic start with the untimely death in April of **Jill Midolo** (left) whose loss is still keenly felt. I am pleased to report that, in October, we reached our goal of raising sufficient funds to have Jill listed in memoriam as an Awards Foundation donor

We lobbied hard for recognition for Teacher Librarians making a submission to *The Federal Inquiry into School Libraries and Teacher Librarians in Australian Schools* Federal Inquiry and Branch President Jan Nicholls and Committee member, Lefki Kailis appeared before the Perth hearing of the inquiry in July.

Finance - The WA Branch continues to be in a healthy financial state. Merchandise sales were again our greatest fundraiser and donations were made to the Victorian Bush Fires Book Appeal, the IBBY Children in Crisis Fund and the Jill Midolo Memorial Fund Appeal for the Awards Foundation.

Membership - 27 new members joined our Branch but membership overall remained constant with an increase of 4 to 302. The concession rate for authors and illustrators has been well received

We have enjoyed unprecedented **press coverage and publicity** this year with personal interviews by *The West Australian* and ABC Northwest radio plus numerous positive features on children's books, local authors, FCLC and various independent specialist book shops.

We continue our strong ties with Fremantle Children's Literature Centre, AISWA Libraries and WASLA and with the WA Branch of the Society of Children's Book Writers and Illustrators (SCBWI) and were delighted that many authors and illustrators took advantage of our special membership rate to join the Branch this year.

Special Events and Activities



Jan Nicholls and Gail Spiers at our stand at the Perth Writers Festival

We promoted the CBCA on a fiercely hot **Family Day** at the **Perth Writers' Festival** in February and were heartened by the reinstatement of the WA Premier's Book Awards this year, with retrospective presentations made for titles published in 2008 and 2009.

February – August: Make Your Own Story Book Competition (MYOSB) -700 entries from 70 schools (including 24 country schools) were judged by 14 volunteer judges. The presentation ceremony with Meg McKinley as guest author was held at the FCLC on Sunday 22 August with all winners present

including one from Port Hedland with her family.

March: A Night with our Stars - The seventh annual A Night with Our Stars at Westbooks on



Thursday 4 March was another huge success and the WA Branch inspired new owner, James Caffey with their organisation and enthusiasm. Wonderful catering and fabulous presenters nourished the capacity crowd in body and spirit.

Left -Sue Scott, author Julia Lawrinson and ANWOS Co-ordinator Jenni Woodroffe



Judges Talks - WA judge Judi Jagger, gave two successful talks at Vincent and Riverton public libraries in the Perth metropolitan area plus several others in areas such as Denmark, Bunbury and the Great Southern. Chloe Mauger also gave talks in Kulin, Kondinin, Narrogin and Mt Helena to appreciative teachers and students



WA Judge Judi Jagger discusses the Short Listed books at Riverton Library

Book Discussion Group - Although devastated by the death of Jill Midolo who had been a stalwart of the group since its inception and whose extensive knowledge, passion and generosity are sorely missed the BDG continues to meet each month at Sue Ruse's home to review and discuss new titles



South West Celebrity Short List Brunch - Branch members living in the South-West organised another entertaining range of guest reviewers and served a delicious breakfast at this popular function. As usual the organisers had wonderful CBW themed table decorations as can be seen by the fantastic "Story Bridge" (left)

Reading Bug Competition -191 entries were received from children in Years 3-7 who wrote a short piece or poem entitled *How to catch the reading bug*. Prizes were generously donated by The Perth Mint

Bookwiz - Was a new event held on a very cold Sunday 27 June with 80+ participants, Bookwiz was loosely based on the ABC TV Show Spicks and Specks with an MC, two panels each with a WA children's author, a student and a Public Librarian or Teacher-Librarian and many local authors and illustrators in attendance and a local bookshop, Child Education Services provided a great lot of titles for sale. Questions were all book-based and much fun was had by all who attended.



Bookwiz panellist Dorothy trying to draw a book title

Children's Book Week in WA



Children's Book Week Opening and Dinner – was held at the Mt Lawley Golf Club, and attended by 110 members and friends, the evening began with a tribute to the late CBCA WA committee member, Jill Midolo whose husband, David Brown was our special guest. Jon Doust was our guest speaker and Muriel Barwell presented the eponymous award to Franè Lessac. The full citation may be viewed on our website. <http://wa.cbca.org.au/wabarwell.htm>

(Left) Franè Lessac with Life Member Muriel Barwell

CBW Events in Metropolitan and Regional Centres - The WA Branch dispersed total funding of \$53,748 to 20 metropolitan and 12 regional centres, including two new country regions, Murray/Pinjarra and Kalgoorlie, to conduct Children's Book Week programs. The funding was provided by the Department for Culture and the Arts and Healthway. In order to streamline the reporting and grant acquittal process, a web-based portal has recently been developed and implemented.

Readers' Cup - Six schools participated this year with the team from Christ Church Grammar Preparatory School victorious after a tie breaker round with Guildford Grammar School and Carey Baptist College.



THE CHILDREN'S BOOK COUNCIL OF AUSTRALIA

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