

BORONIA & THE BASIN COMMUNITY NEWS

2023 2024 ANNUAL REPORT

PRESIDENT'S REPORT to the 2023/2024 AGM

Our paper is only a reality through the work of many Volunteers; it has always been so. We have all been seeing the decline in print media, both national and local, and now traditional sources of news and information are being replaced by mega social media giants, who seem able to thumb their nose at government attempts to bring in some content regulation. Our local newspaper can only continue in its current form as long as we have our Volunteers to do all of the work, sufficient advertisers to cover our printing and insurance costs, and of course sufficient local people willing to keep writing and sharing important public and general interest content.

My special thanks goes to Nicole Z. who does beautifully creative artwork on so many of our front pages. Special thanks also to Kim H. and Ros A., our reliable proof readers busy in the background.

Our thanks to The Basin Community House for hosting our monthly committee meetings and our AGM.

Miller's Homestead hosted our third lovely "Christmas Thank You" function in December, with perfect weather and a really positive atmosphere amongst our Volunteers and special guests.

Our Kidszone central pages feature has continued to offer engaging information and activities for both kids and adults; the energy behind the scenes is supplied by Joy and Arthur Shelley.

The Young Writers Initiative (YWI), after a slow start, and heaps of input energy from Arthur Shelley, has gathered some momentum with submissions coming from several local schools now, with regular certificate and \$50 gift voucher presentations which we feature in the paper. This initiative has been supported by a \$2000 community grant from the Boronia/Bayswater/Ringwood Bendigo Bank branches.

FUNDING SUBMISSIONS

In addition to the YWI grant, we also received a second \$2000 Boronia/Bayswater/Ringwood Bendigo Bank as a subsidy for the publicity space we offer each month to many local clubs and organisations.

ASSOCIATION MEMBERSHIP

To be a member of the association you need to complete an application form. There are no costs involved, just ask for a form.

Currently we have 47 members. Members have a vote at any AGM or special meeting which may be called. Their main duty is to approve the annual reports, in particular our Financial Statement, and approve the appointment of office holders and committee members each year. Members receive a written notice of AGMs and special meetings.

REGULAR CONTRIBUTORS

We continue to enjoy the regular Page 3 Bird feature from Des Palmer, and many local history articles from Ray Peace (of the Knox Historical Society) as well as committee member Danny Nolan. Rob Fairbairn's Strummer Stories keep us amused each month. These contributions are very popular and greatly enrich our end result. The regular cartoon from Paul Woods always brings some welcome humour, and "Toby and the Magic Pencil" freely offered to us by creator Gary Dellar and artist Ben Sullivan continue to engage many readers, young and old. A new and very popular feature this year has been the monthly "Pet's Piece" by Dr Gianne Ficatas from the Boronia Veterinary Clinic and Animal Hospital.

EDITING AND GRAPHIC DESIGN GROUP

This small group meets monthly to prepare the paper layout, which is then compiled through the Scribus desktop publishing (DTP) program.

PRINTING

Newsprinters Wodonga continue to serve us really well. Our newspaper has always used Newsprinters, in common with our other local area newspapers.

John Pernu, President

ADVERTISING REPORT to the 2023/2024 AGM

Advertising revenue for 2023/2024 was steady as we some times covered costs and at other times fell short, the end result being a deficit of \$424.84.

We would not be able to exist in our current printed format without the advertisements of local businesses and organisations. We appreciate the very regular full page advertisements from Knox City Council, and the banners from local politicians. Weisz Family Optical, The Internet Laundrette and Boronia Veterinary & Animal Hospital have supported our paper in every issue for years. Boronia Bowls Club is another regular advertiser.

Of course our Local Service Directory advertisers are significant contributors to our financial viability; the majority of them have been supporting us for years.

Unfortunately for us, Matthews Funerals were taken over in the year and no longer advertise, and the page 1 banner from Biggin & Scott ceases after June 2024.

Casual advertising has been hard to find.

Please shop local and support our advertisers, and we look forward to a better year.

John Edgley, Advertising Manager

DISTRIBUTION REPORT to the 2023/2024 AGM

During the last 12 months we successfully delivered a total of 13,100 copies of our publication each month to homes, shops and other businesses in Boronia, The Basin, Ferntree Gully, and Kilsyth further strengthening our presence in the local Community.

Our heartfelt appreciation is extended to our dedicated '**Drivers**' who faithfully collect the papers on the final Thursday of each month from The Basin Community Hall, ensuring they are ready for distribution by our '**Walkers**'. These committed individuals contribute significantly to the smooth operation of our distribution process.

Equally deserving of our gratitude are our '**Walkers**' who tirelessly pound the pavements, delivering our publication to individual homes, businesses, and designated drop-off points. Their consistent efforts are the backbone of our distribution network, ensuring that our community remains well-informed.

We also want to extend our thanks to the '**emergency Walkers**', who generously step in during times of need. Their willingness to fill gaps in the distribution chain, particularly when some of our regular volunteers are on holiday or unwell, exemplifies the community spirit in our area.

Occasionally during this last year our team have been challenged by the lack of drivers and/or walkers due to illness – it would be very helpful if we had more volunteers to call on in times like this.

Our committee is always looking for more volunteers and at the moment we looking particularly for a distribution coordinator to 'share the load' – please don't hesitate to be in touch to offer your services or ask for more information about this role in the BBCN - contact@bbcن.org.au

Lastly, we want to acknowledge the vital role that our distribution team plays in enriching our community through the distribution of our publication – around 100 Volunteers. Your dedication is greatly appreciated and contributes significantly to our collective goal of fostering a well-informed and connected community.

Irene Smith, Distribution Manager

ELECTRONIC MEDIA REPORT to the 2023/2024 AGM

FACEBOOK REPORT

Ben Furlong retired from this position this year after a gradual handover, the paper would like to thank Ben's work building the Facebook presence and leaving it in a great position to enhance and grow for the future.

ADVERTISING CAMPAIGN Discontinued

It was decided that the advertising campaign would not be carried on from 2023 as it was felt that the maximum coverage had been achieved and due to the limited range of the paper and the Facebook algorithm that the paper would concentrate on promoting paper articles, advertisers and Community events.

The key points of success lie in the increase of Facebook likes/followers and the promotion of non-profit community organisations. As of September 15, 2024, we have increased to 2470 Followers, up from 2325 in 2023. But these followers have been active and our liked posts have risen to 25,000 from 12050 at the same time in 2023. We have also had positive feedback from highlighting local events and the opening of new businesses.

New regular articles such as the Knox Historical Society and the Boronia Vet were immensely popular as was our very own Young Writers and the Toby comic competition.

We still believe that our increased presence online does have a positive impact on our local community and introduces a younger audience to our paper and the value of interest in the local community which may not otherwise be known.

WEBSITE

This year, the paper invested in a more modern website and commissioned Spartan Digital to create our new online presence.

After initial hiccups, the site is up and running and is updated monthly.

We have found out through the associated reports and metrics that people like to access the paper early and the comic strip (Toby & the Magic Pencil) when it is announced via the Facebook page.

The website is also a conduit for electronic correspondence, such as reader's letters, article contributions, and of course new advertisers.

We still haven't realised the true potential of the website yet as popular media trends seem to be moving away from static websites to more social media platforms like Snapchat, TikTok & Instagram. However, the analytics from our reports seem to indicate our audience has remained the same.

This will be monitored over the next 12 months.

Danny Nolan, Electronic/Social Media Moderator

KIDSZONE REPORT to the 2023/2024 AGM

We continued with the format of one story for Mums, babies and toddlers. A range of topics were covered including why children love music and books, hints on starting school and what to do in the school holidays. Most articles were written by Joy. Two were written by Kim Hanson about reflections of being a new Mum and Dad. One was written by Debbie Ball on entertaining kids in the school holidays. An interview with three generations of mothers was well received. Each month a theme was chosen. These consisted of either significant calendar dates such as Christmas, Easter, Mothers' and Fathers' day, a world animal day, or significant days to do with Science or the environment. We covered indigenous award winners and writers and included some aboriginal art, a recipe and a dreamtime story. Each week there was an activity for children to do which included quizzes, crosswords, mazes, colouring and other things to make. It has been both interesting and challenging for us both. Suggestions from the committee have been helpful for ideas for themes and stories.

Joy and Arthur Shelley

YOUNG WRITERS INITIATIVE REPORT to the 2023/2024 AGM

At the beginning of 2023, the BBCN committee agreed to support an initiative to encourage young writers to share their articles. Students living and or learning in Boronia and The Basin were invited to submit original unpublished pieces of writing to the initiative. The following awards were agreed. Students whose articles were chosen to be published in the BBCN each month to receive a \$50 voucher and the best articles for the year for both Primary and Secondary schools to receive \$200. The primary school and secondary school which gave the most support would receive \$400 each. Guidelines for writing and details of the assessment criteria were shared with schools within the BBCN circulation area in May and published in the BBCN newspaper.

In August 2023, a grant of \$2000 was from received from the Bendigo bank to cover the prizes for the following 12 months. From August 2023 to June 2024 over 150 submissions were received. Awards were presented to 9 students from The Basin, Boronia Heights and St Bernadettes Primary schools as well as two students at other schools who live in our area. The yearly student winner was from The Basin Primary and this school also received the award for the most supportive school. Unfortunately for the calendar year 2023, there were no Secondary school awards and hence no annual award in 2023. In 2024 the program is generating increasing interest across more schools and among the wider community. The student award announcements on Facebook also attract significant traffic and our local and state government representatives are aware of the program and positive about it. So, although the program started slowly, it has built to generate significant community interest and value. We are very keen to continue the program, now the momentum has been built.

Arthur Shelley

**BORONIA/THE BASIN
COMMUNITY NEWS – BBCN INC.**

**Special Purpose Financial Report
for the year ended
30 June 2024**

BORONIA & THE BASIN COMMUNITY NEWS INC.

Special Purpose Financial Report for the year ended 30 June 2024

The **Committee of Management** had one change through the 2023/24 year:

John Pernu - President

John Edgley - Vice President

Doan Vo - Treasurer

Ben Furlong - Secretary (Public Officer) – resigned from the Committee in May 2024

John Mortimore

Danny Nolan

Arthur Shelley

Joy Shelley

Irene Smith

Ella Slzegier

Roger Thompson

Principal Activities

The compilation and distribution of a local community newspaper.

Significant Changes

Appointment of Roger Thompson as Association Secretary and Ella Slzegier as Delegate following the resignation of Ben Furlong.

Operating Result

The surplus / (deficit) after providing for income tax (nil) amounted to (\$424.84), (2023, \$3766.30).

**Schedule 1
Regulation 15
Form 1**

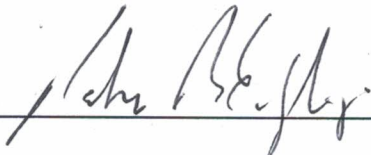
*Associations Incorporation Reform Act 2012
Sections 94 (2)(b), 97 (2)(b) and 100 (2)(b)*

Annual statements give a true and fair view of the financial performance and position of the incorporated association

We John Engley and John Parnu being members of the

Committee of Boronia & The Basin Community News Inc. certify that –

“The statements attached to this certificate give a true and fair view of the financial performance and position of the above named association during and at the end of the financial year of the association ending 30 JUNE 2024.”

Signed: 

Date: 28-9-2024.

Signed: 

Date: 28.9.24

Profit & Loss Statement

July 2023 To June 2024

Income		
Advertising - Displays	\$30,112.61	
Advertising - L S D	\$6,117.81	
Sponsorships etc	\$46.00	
Interest Received	\$1,742.72	
Grants Received	\$4,000.00	
BAS Adjustment & Rounding	\$0.93	
Total Income		\$42,020.07
Gross Profit		
		\$42,020.07
Expenses		
Printing	\$35,468.84	
Website	\$3,855.81	
Insurance	\$674.26	
Stamp Duty	\$52.81	
Bad Debts	\$193.47	
Office Purchases and Expenses	\$4.86	
Postage	\$189.54	
Committee Expenses	\$1,096.23	
Donations	\$909.09	
Total Expenses		\$42,444.91
Operating Profit		-\$424.84
Net Profit/(Loss)		-\$424.84

This report includes Year-End Adjustments.

Balance Sheet

As of June 2024

Assets		
Current Assets		
Bank- Bendigo Bank	\$11,894.45	
Receivables		
Accounts Receivable	\$2,914.00	
Provision for Doubtful Debts	-\$500.00	
Total Receivables	\$2,414.00	
Interest Accrued	\$745.06	
Bendigo Bank-Term Deposit 2502		\$12,851.94
Bendigo Bank-Term Deposit 2504	\$10,642.21	
SANDHURST SELECT MORTGAGE FUND	\$17,825.06	
Total Current Assets		\$43,520.78
Insurance Prepaid		\$465.73
Total Assets		\$56,838.45
Liabilities		
Current Liabilities		
Trade Creditors	\$3,630.00	
LSD Advertising Prepaid	\$6,322.35	
Display Advertising Prepaid	\$3,068.16	
GST Liabilities		
GST Collected	\$6,737.68	
GST Paid	-\$6,453.65	
Total GST Liabilities	\$284.03	
Total Current Liabilities		\$13,304.54
Total Liabilities		\$13,304.54
Net Assets		\$43,533.91
Equity		
Retained Earnings		\$43,958.75
Current Year Surplus/Deficit		-\$424.84
Total Equity		\$43,533.91

This report includes Year-End Adjustments.

Ref: BOR100RTB/2505

26 September 2024

To the Board

Boronia & The Basin Community News Inc.

Victoria

Review of the 2024 Financial Statements

I have reviewed the accompanying Financial Statements comprising the Statements of Income & Expenditure for the period 01 July 2023 to 30 June 2024 and Balance Sheet as at 30 June 2024.

Treasurer's responsibility for the Financial Statements

The Treasurer is responsible for the preparation and fair presentation of the Financial Reports and has determined that the Accounting Policies described in Note 1 to the Financial Statements which form part of the Financial Report are appropriate to meet the financial reporting requirements of the organisation. The Treasurers responsibility also includes designing, implementing and maintaining internal control relevant to the preparation and fair presentation of the Financial Report and that it is free from material misstatement, whether due to fraud or error; selecting and applying appropriate Accounting Policies; and making accounting estimates that are reasonable in the appropriate circumstances.

Assurance practitioner's Responsibility

Our responsibility is to express a conclusion on the accompanying financial statements. We conducted our review in accordance with Standard on Review Engagements ASRE 2400, Review of a Financial Report Performed by an Assurance Practitioner who is not the auditor of the entity. ASRE 2400 requires us to conclude whether anything has come to our attention that causes us to believe that the financial statements, taken as a whole, are not prepared in all material respects in accordance with the applicable financial reporting framework. This Standard also requires us to comply with relevant ethical requirements.

A review of financial statements in accordance with ASRE 2400 is a limited assurance engagement. The assurance practitioner performs procedures, primarily consisting of:

- 1) Making enquiries of management and others within the entity as appropriate and
- 2) Applying analytical procedures and evaluating the evidence obtained.

The procedures performed in a review are substantially less than those performed in an audit conducted in accordance with Australian Auditing Standards; rather it is prepared in accordance with the standard on review engagements ASRE 2400. Accordingly, we do not express an audit opinion on these financial statements.

Based on our review, nothing has come to our attention that causes us to believe that these financial statements are not prepared, in all material respects, in accordance with the appropriate Accounting Policies and Standards.

**Yours Sincerely,
For SR Perks**

A handwritten signature in black ink that reads "R. Thakkar". The signature is written in a cursive style with a horizontal line underneath.

**ROCKY THAKKAR, CA, MBA
DIRECTOR
CAANZ NUMBER: 362 923**