LITTLE NICHOLSON STREET PLAYCENTRE INC ANNUAL GENERAL MEETING 18th September 2016 Cat & Fiddle, Balmain

7.45pm to 10:15pm

Attendees: Heather Hilton, Heather Perry, Rebecca Nicholls, Natalie Britton, Jonelle Mullins, Sasha

Dumaresq, Larni Malcolm, Renee Raper, Deborah Jenkins-Sweeney

Apologies: Lauren Joubert

Guests: Paul Hunter

President - Natalie Britton

The Little Nicholson Street Play Centre has had a great year and has ended this financial year in a strong position.

In summary as at 30 September 2016:

Total Income for FY15 : \$50,125.43

Total Expenses for FY15 : \$53,137.17

Cash in bank : \$55,303.29

We'd like to acknowledge our partnership with Leichhardt Council for the use of the land and also their assistance during the year in particular with various maintenance issues.

The membership database increased and we now have 180 Calendar year members and various 5 trip members

A special mention to the families who attended our quarterly working bee's and came with those skills to repair or maintain areas that saved on hiring trades - a big thank you.

For the committee, thank you to our amazing team for the time and effort in helping run Little Nicholson Street Play Centre this year . Thank you to the following people who served throughout the 12 months and are now stepping down over the coming months: Deborah Jenkins-Sweeney (Fundraising), Heather Perry (Events), Sasha Dumaresq (Maintenance), Lauren McLeod (Toys) and Jonelle Mullins (memberships). We appreciate the time you have given to the centre. Also, thank you to Heather Hilton who will stay on the committee but who is stepping down from the secretary role.

Some key achievements during the last year include:

• We have begun to develop our toddler cruiser area - ongoing project

- We have once again applied for the Community Development Grant, with a focus to further develop our toddler area. Grants will be announced in December 2016.
- We have been mindful of expenditure given our income has been down from memberships and parties
- Ongoing maintenance to keep our centre in great working order for families has been handed over to Leichhardt council.
- Our Facebook page likes have now reached 829.
- Our Instagram has reached 83 Followers
- We have started planning and conversations with council on replacing fibro art cottage exterior and also any larger pipe/plumbing issues
- We are planning a new membership drive for late October 2016 to increase our numbers, these will replace members who have left due to moving out of the area or because their children are not longer young enough to attend. This will include a BBQ outside Woolworths.
- Discussion and planning has taken place to begin our new website launch. We have already switched hosting and much of the new copy has been written *ongoing project*
- Planning for association with charities women and children focused ongoing project

Accounts - Larni Malcolm

For the 2016 financial year the centre made a small loss of \$2922 – overall income was down 12% on budget and 13% on 2015 income. Expenses were 25% under budget and 4% higher than in 2015.

Income

- Membership revenue totalled \$30,477, down 14% on budget and a further 6% on the previous year. Membership income accounted for 61% of income received for the year (up from 55% in 2015).
- Party income was also down only slightly on 2014. This accounted for 30% of income.
- Fundraising income down was 10% below budget and down on 2015 mainly due to the grant received that year. Fundraising accounted for 7.5% of income.

Expenditure

- Strong investment in maintenance continued into 2014, with maintenance and cleaning accounting for 36% of expense (up 3% on 2014)
- Expense of 21% was attributed to special projects for 2016. The key project being the new toddler area.
- Return of party bonds and working bee refunds saw 14% of expense as returned payments to members
- Toys expense was \$2,906 accounting for 6% of expense this year.
- Other key expenditure included technology and communications costs (\$3465, 7%) event expenses (\$2150, 4% combined for Christmas, Easter and Mother and Father's Day events), Insurances (\$3329, 6%) and utilities (\$1030, 2%), Bank Fees (\$1270, 2%), miscellaneous expenses (2%)

Operating Result and Reserves

The closing cash balances as at 30 September 2016 were;

	TOTAL	\$5	5,303.29
•	Paypal Account	\$	845.33
•	Westpac Interest Bearing Account	\$5	1,514.93
•	Westpac Transaction Account	\$ 2	2,943.03

Full accounts are shown below.

Statement Of Accounts - Little Nicholson Stre	et Play Centre	
As at 30 Sep 2016		
INCOME	Actual	
Membership Fees (Online)	\$30,476.91	60.7%
Fundraising	\$3,786.60	7.5%
Parties	\$15,170.00	30.2%
Interest Income	\$641.92	1.3%
Other	\$140.00	0.3%
TOTAL INCOME	\$50,215.43	100.0%
EXPENDITURE		
Stationary & Postage	\$272.28	0.5%
Refund of Working Bee Levy	\$175.00	0.3%
Membership Refund	\$175.00	0.3%
·	\$7,250.00	13.6%
Party Bond Reimbursement & Party Cancellations BBQ Cleaning	\$7,250.00	0.0%
	\$0.00	0.0%
Fundraising expenses Cleaning & Yardman	\$13,000.00	24.5%
Maintenance	\$6,183.42	11.6%
Keys & Security	\$0,183.42	0.0%
Kitchen & First Aid	\$0.00	0.0%
Infrastructure and furniture	\$0.00	0.0%
Toys & Equipment	\$2,906.20	5.5%
Printing	\$901.00	1.7%
Website & Internet	\$2,564.68	4.8%
Events	\$2,354.68	4.0%
Insurance		6.3%
Utilities	\$3,329.99	
	\$1,030.72	1.9% 1.6%
Paypal Fees	\$874.12	
Online Banking Fees	\$396.00	0.7%
Council Lease & Fair Trading Fees	\$435.02	0.8%
Post Office Box Rental	\$126.00	0.2%
Special Projects	\$11,033.00	20.8%
Other TOTAL EXPENDITURE	\$384.50	0.7%
TOTAL EXPENDITURE	\$53,137.17	100.0%
Profit/Loss	(\$2,921.74)	
Opening Balance as of 1 Oct 2015	\$58,225.03	
Total Income	\$50,215.43	
Total Expenditure	\$53,137.17	
Closing Balance as of 30 September 2015	\$55,303.29	

			As at 30 Sep	20	16			
INCOME	Actual	Actual + Fcast		Budget		Over/Under Actual	Over/Under Act+Fcast	% Variance
Membership Fees	\$30,476.91	\$	30,476.91	\$	35,600.00	(\$5,123.09)	(\$5,123.09)	-14%
Fundraising	\$3,786.60	\$	3,786.60	\$	4,200.00	(\$413.40)	(\$413.40)	-10%
Parties	\$15,170.00	\$	15,170.00	\$	16,650.00	(\$1,480.00)	(\$1,480.00)	-9%
Interest Income	\$641.92	\$	641.92	\$	780.00	(\$138.08)	(\$138.08)	-18%
Other	\$140.00	\$	140.00	\$	-	\$140.00	\$140.00	
TOTAL INCOME	\$50,215.43		\$50,215.43		\$57,230.00	(\$7,014.57)	(\$7,014.57)	-12%
EXPENDITURE								
Stationary & Postage	\$272.28		\$272.28		\$745.00	\$472.72	\$472.72	-63%
Refund of Working Bee Levy	\$175.00		\$175.00		\$200.00	\$25.00	\$25.00	-13%
Membership Refund	\$125.00		\$125.00		\$0.00	(\$125.00)	(\$125.00)	
Party Bond Reimbursement	\$6,510.00		\$6,510.00		\$8,325.00	\$1,815.00	\$1,815.00	-22%
Party Cancellations	\$740.00		\$740.00		\$370.00	(\$370.00)	(\$370.00)	100%
BBQ Cleaning	\$0.00		\$0.00		\$0.00	\$0.00	\$0.00	
Fundraising expenses	\$0.00		\$0.00		\$100.00	\$100.00	\$100.00	-100%
Cleaning & Yardman	\$13,000.00		\$13,000.00		\$13,000.00	\$0.00	\$0.00	0%
Maintenance	\$6,183.42		\$6,183.42		\$5,400.00	(\$783.42)	(\$783.42)	15%
Keys and Security	\$0.00		\$0.00		\$300.00	\$300.00	\$300.00	-100%
Kitchen & First Aid	\$0.00		\$0.00		\$300.00	\$300.00	\$300.00	-100%
Infrastructure and furniture	\$0.00		\$0.00		\$0.00	\$0.00	\$0.00	
Toys & Equipment	\$2,906.20		\$2,906.20		\$6,600.00	\$3,693.80	\$3,693.80	-56%
Printing	\$901.00		\$901.00		\$1,350.00	\$449.00	\$449.00	-33%
Website & Internet	\$2,564.68		\$2,564.68		\$1,800.00	(\$764.68)	(\$764.68)	42%
Events	\$2,150.24		\$2,150.24		\$2,819.60	\$669.36	\$669.36	-24%
Insurance	\$3,329.99		\$3,329.99		\$3,750.00	\$420.01	\$420.01	-11%
Utilities	\$1,030.72		\$1,030.72		\$1,020.00	(\$10.72)	(\$10.72)	1%
Paypal Fees	\$874.12		\$874.12		\$1,550.00	\$675.88	\$675.88	-44%
Online Banking Fees	\$396.00		\$396.00		\$420.00	\$24.00	\$24.00	-6%
Council Lease & Fair Trading Fees	\$435.02		\$435.02		\$450.00	\$14.98	\$14.98	-3%
Post Office Box Rental	\$126.00		\$126.00		\$125.00	(\$1.00)	(\$1.00)	1%
Other	\$384.50		\$384.50		\$1,100.00	\$715.50	\$715.50	-65%
Special Projects	\$11,033.00		\$11,033.00		\$21,000.00	\$9,967.00	\$9,967.00	-47%
TOTAL EXPENDITURE	\$53,137.17		\$53,137.17		\$70,724.60	\$17,587.43	\$17,587.43	-25%
Profit/Loss	(\$2,921.74)		(\$2,921.74)		(\$13,494.60)	(\$10,572.86)	(\$10,572.86)	

Statement Of Accou	ınts	- Little Nich	olso	n Street Play	Ce	ntre	
		at 30 Sep 20		•			
INCOME		2015		2016		Differential	
Membership Fees		\$32,280.00		\$30,476.91	-\$	1,803.09	-5.6%
Fundraising		\$9,481.62		\$3,786.60	-\$	5,695.02	-60.1%
Parties		\$15,510.00		\$15,170.00	-\$	340.00	-2.2%
Interest Income		\$899.24		\$641.92	-\$	257.32	-28.6%
Other		\$0.00		\$140.00	\$	140.00	
TOTAL INCOME		\$58,170.86		\$50,215.43		(\$7,955.43)	-13.7%
				•			
EXPENDITURE							
Stationary & Postage	\$	53.00	\$	272.28	-\$	219.28	-413.7%
Refund of Working Bee Levy	\$	125.00	\$	175.00	-\$	50.00	-40.0%
Membership Refund	\$	190.00	\$	125.00			
Party Bond Reimb & Party Cancel	\$	8,370.00	\$	7,250.00	\$	1,120.00	13.4%
BBQ Cleaning			\$	-	\$	-	
Fundraising expenses	\$	-	\$	-	\$		
Cleaning & Yardman	\$	13,000.00	\$	13,000.00	\$		0.0%
Maintenance	\$	3,535.25	\$	6,183.42	-\$	2,648.17	-74.9%
Keys & Security	\$	225.70	\$	-	\$	225.70	100.0%
Kitchen & First Aid	\$	67.65	\$	-	\$	67.65	100.0%
Infrastructure and furniture	\$	4,515.50	\$	-	\$		100.0%
Toys & Equipment	\$	10,057.30	\$	2,906.20	\$	7,151.10	71.1%
Printing & Signage	\$	511.00	\$	901.00	-\$	390.00	-76.3%
Website & Internet	\$	1,062.22	\$	2,564.68	-\$	1,502.46	-141.4%
Events	\$	1,905.97	\$	2,150.24	-\$	244.27	-12.8%
Insurance	\$	3,308.99	\$	3,329.99	-\$	21.00	-0.6%
Utilities (Electricity)	\$	1,007.32	\$	1,030.72	-\$		-2.3%
Paypal Fees	\$	1,454.08	\$	874.12	\$	579.96	39.9%
Online Banking Fees	\$	421.50	\$	396.00	\$	25.50	6.0%
Council Lease & Fair Trading Fee	\$	425.78	\$	435.02	-\$		-2.2%
Post Office Box Rental	\$	115.00	\$	126.00	-\$	11.00	-9.6%
Other	\$	17.90	\$	384.50	-\$	366.60	-2048.0%
Special Projects	\$	785.00	\$	11,033.00	-\$	10,248.00	
TOTAL EXPENDITURE		\$51,154.16		\$53,137.17		(\$2,048.01)	-4.0%
				-			
PROFIT/ LOSS		\$7,016.70		(\$2,921.74)		(\$426.02)	
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Toys - Lauren

General:

Another busy year at LNSP Toys & Equipment Land. We rearrange the toys and furniture frequently to give a feeling of novelty and make it more exciting for everyone. We purchased new toys & equipment to upgrade the playroom.

Play Cottage:

- The kitchen area has been upgraded with pots, pans and utensils as well as loads of different kinds of play food (soft, wooden and plastic) so that the kids have different stimuli when playing.
- A wooden market stall + shopping baskets have been bought to extend the play role in the kitchen area.
- We have renewed some toys and purchased some Super Hero figurines and dress-up like Super Man, Spider Man, Bat girl... All you need is your imagination
- We also purchase truck & cars, rocket ship, super hero figurines, new trains. The very popular Thomas train table should be replaced by a new one before the end of year.
- Dolls area has recently been updated with new dolls, clothes/accessories & prams.
- A few new Super Heroes and Frozen dress ups have been purchased as well as capes, hats, soft swords....
- We have maintained a roster and the costumes are washed on a monthly basis.
- Some new drawers are soon to be purchased for the dolls area

Outdoors:

- A new toddler play area outside the art cottage has been installed. It's now a very popular place for sensory and role play.
- New sand continues to be added at regular intervals.
- We purchased 2 more roller-coaster ride-on for another outdoor popular area and 5 set of wheels are awaiting for delivery to replace the broken ones.
- Tricycles update should be soon organised.

Art Cottage:

- New paints, pumps, paper, smocks, stamps,... are purchased regularly.
- Art Cottage is very popular part as the kids like to be creative and do some artwork.
- Some new drawers are soon to be purchased to replace the existing ones

Parties - Natalie

LNSP Party bookings

2015/2016	Bookings	Events/PH	Events PH	Saturdays	Available Parties	
Oct-15	9		0	10	10	90%
Nov-15	7	WB	1	8	7	100%
Dec-15	5	XMAS, XMAS PH	3	8	5	100%
Jan-16	7		0	10	10	70%
Feb-16	7	WB	1	8	7	100%
Mar-16	4	EASTER, EASTER PH	3	8	5	80%
Apr-16	6	MOTHER'S DAY	1	10	9	67%
May-16	7	WB	1	8	7	100%
Jun-16	8		0	8	8	100%
Jul-16	10		0	10	10	100%
Aug-16	4	PROMO, WB, FATHER'S	3	8	5	80%
Sep-16	6		0	8	8	75%
	80		13	104	91	

Total party dates

available 91

TOTAL

BOOKINGS 80 88%

- We have two intakes of party booking openings a year. In July, we open the new financial year (October-March) and then in January, we open April – September to give members first opportunity to book party spots for their children. We have a high percentage of full members booking parties.

Website

Our online booking system is working very well and everything is fairly seamless with bookings and payments and people are now adding in details that help the process greatly, like:

- Refund account details
- Membership number details
- We can open our calendar in advance 6 months when needed to help manage bookings.

Mid 2016 we had a few party bookings not utilised, possibly due to holidays, however currently we are fully booked to Christmas 16 with new bookings steadily coming in each week.

Fundraising - Heather P and Deb

Fundraising Events

Two fundraising events were held this year. Both were held at the Cat & Fiddle Pub, Balmain, who we are very thankful to for offering us space at no charge. We have continued to use the Eventbrite application to manage events. The increased use of social media to market events had led to a significant number of non-members registering for events this year.

February: Positive Parenting Workshop

- · Claire Broad, experienced nanny and author from Angelic Monsters presented on managing difficult behaviour. 63 registrations plus walk-ins on the night.
- · (\$1770 plus walk-ins) was raised in total in registration for the event

August: Parenting Seminar: Top Tips for Raising Resilient Kids

- · Monica Sekowksi, psychologist, The Balmain Practice presented on managing behaviour and developing children's social skills. 57 registrations for the event plus a few walk-ins on the night.
- \cdot (\$1640 plus raffle and walk-ins) was raised in total including registration and raffle tickets

Total 2016 fundraising income was \$3786.60.

2016 Sponsors:

- · Cat & Fiddle Hotel
- · The Balmain Practice
- · Angelic Monsters

Prizes for our raffles were kindly donated by:

- The Jersey Company
- · Brays Books
- · Relek
- · And the Little One Said
- · Two Cheeky Feet
- · Thermomix

Maintenance - Rebecca and Sasha

Achievements:

- Removed rocks from side of sandpit, added cement platform for cubby house and relocated cubby house
- Fixed plumbing to the art cottage via the IW council
- Developed a relationship with a maintenance contact at IW council for referral of ongoing works
- Back fence lock repaired
- Back fence missing panels replaced
- Established a free gutter cleaning contact for cleaning every quarter, who also offered free
 of charge general maintenance Repair Care.
- Ongoing pest control each 6 months Mr Pesty
- Repainted the lower parts of the walls in the play room
- Bin repairs and replacement
- Established a local resident who could take the bins in and out for a free membership in return
- Labels in diary to effectively communicate with members
- Sandpit top ups
- Repaired front gate lock and swinging door; repair of door to swing area to auto close
- Repaired leaking gable from overflow of leaves in conjunction with IW
- Repaired lock of playroom
- Gurneyed the soft fall to remove ingrained dirt and grime
- Installing a window in the back of the cubby house
- Replaced the lock on the adult bathroom
- Negotiated with council for new gutter guards that were installed on the playroom
- Purchased new containers to house tea & coffee and stocked with new easy to use single serve sachets of tea, coffee, milk and sugar
- Purchased new garden hose; working bee equipment; new cleaning items for cleaners
- Pub providing free working bee drinks Rebecca will

To be focused on in 2016/2017

- Repaint exterior worn paint surfaces
- Repaint fence where blackboard used to be
- Potentially interactive items for fence where chalkboard used to be
- Fix water pump and attach a lock for winter and cooler months
- Paint cubby house
- New bumpers on poles
- Fix wonky handrail
- New directive art room signage in art room and above sink about what needs to occur in the area

Communications - Renee

Communication to members is via our various Notice Boards, Facebook page, Instagram page, enewsletters and separate emails when needed, but our website remains our main source of information for new and existing members.

 Facebook – <u>www.facebook.com/LNSPC</u> & Instagram <u>https://www.instagram.com/littlenicsplaycentre/</u>

Our Facebook page likes have now reached 832 - this is a 31% increase from 2015. Our engagement is extremely high – with an average of 665 of our 'likers' seeing each post, an incredible 79% of our audience. Facebook continues to be a great medium for members in real time queries, centre closures, repairs, committee updates and events. Combined with the launch of our Instagram page in June this year our strategy has been to create continued interaction on our posts so we beat the Facebook algorithm which can often limit engagement, no matter how many likes you possess.

Our Instagram page is building slowly with 193 followers after a mere 21 weeks, we will continue to work through an engaging social media strategy to ensure we work towards attracting and retaining local followers who are relevant to the centre.

3. E Newsletter and emails

We send an e-newsletter to all members and 5 trip members who provided an email address every two months. These newsletters aim to provide a snapshot of what has been achieved in the last two months and what is planned for the next two months along with the businesses who support us. Content is provided by committee members and from events at the centre. Separate dedicated emails, mainly for fundraising events or when notice was required, were also sent to the database.

4. Website – www.lnsp.com.au

Our website has continued to be a great resource for new members and first time visitors wanting to know more about the centre. While for existing members it's the main way to become a member and/or book a party. We moved hosting providers in early 2016 and this has greatly improved the speed of access to the website and reliability (both client and consumer side). We are currently working on a complete re-design and edit, which will improve functionality and also align the branding with what is currently at the centre. A lot of emphasis will be placed on SEO as the centre currently doesn't stand out on google.

5. Community Marketing

We have plans to ramp up marketing to new members in late 2016/2017, with a series of 'New Member Morning Tea's' and other opportunities to 'talk' within the community about what a great resource the centre is. We feel there are still many locals who don't realise we exist, so the aim is to try and tap into some new marketing funnels and increase memberships for 2017.

Memberships - Jonelle

Membership numbers have once again been down this year.

Annual Memberships:

We currently have a total of 180 Members, compared to 202 at the same time last year.

These Members are broken down into:

- 27 x 2 year memberships purchased in 2015
- 25 x new 2 year memberships
- 93 x early bird annual memberships
- 11 x non-early bird annual memberships
- 19 x June-Dec memberships
- 5 x Oct Dec memberships

Approximately 34% are new Memberships, compared to 32% as reported at last year's AGM.

5 trip memberships:

We have sold 196 x 5 trip tickets, compared to 195 reported at last year's AGM. These were sold through the following methods:

- 56 online
- 140 through JT supermarket

Registration:

The membership online registration system was reviewed and upgraded to Register Now. This enables compatibility with mobile devices and we have seen a significant reduction in the number of technical issues with registrations. The processing fee (\$1.10 per transaction) associated with using Register Now was added to the cost of each membership pass and members were notified of the purpose of the small fee increase.

Welcome pack:

A flyer with all sponsor reward programme information as well as event dates was introduced with member packs in 2016.

Access by non-Members and audits:

We have continued with our general measures to address the issue of Members not signing in / people attending the Centre without purchasing a valid membership.

- 2016 numbering system for membership cards, making it easier to review the sign in register to determine if people were using out of date membership cards.
- Terms and conditions were refined and all members view these before they are processed.
- Facebook and email reminders to people to ensure that their memberships are valid and they are purchasing new 5 trip tickets when their old ones are used up.
- We continue to audit the sign in register to cross check the correct member number and/or 5 trip numbers are being used.
- A no tolerance policy for those who attend for free they are asked to leave.
- A regular audit will continue in 2017.

Looking towards 2017

- New cards will be printed and ready for 2017.
- Extensive promotion via social media, community events and noticeboards to raise awareness about the centre.

Events – a number of the team ran these

These events are offered free for all members and their families. We always provide some yummy food, fruit, drinks and something sweet for all to enjoy. The Committee do all the cooking and baking of the sweet treats. In 2016 numbers were down a little on 2015 – we have put this down to other local events competing ie the Birchgrove fete. We will look at ways we can promote these events more to our members in 2017.

Christmas 2015

- Always our biggest event on the calendar.
- 84 families RSVP'd for the event.
- We had two elves come to entertain the kids and then a special visit from Santa with a small gift for all the kids.
- The craft project was a BIG hit decorating ginger bread biscuits.

Easter 2016

- 31 families RSVP'd for the event.
- We had a bunny come to entertain the kids and did some games and also made character halloons
- The craft project was decorating arrowroot biscuits always a crowd favourite.

Mother's Day 2016

- 27 families RSVP'd for the event.
- This was quiet unfortunately this date clashes with other local events.
- We organised 5 minute massages for the Mum's which were well received.

Father's Day 2016

- 36 families RSVP'd for the event.
- We organised for a putting green to be set up for the dad's (and kids)