

# **BrisStyle Inc.**

# **Annual Report**

# **2013 - 2014**

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## President's Report

### Kathryn Chown

In my second year as President of BrisStyle there have been so many highlights but also a little ebb and flow as is expected for an association which is now over six years old. We have achieved many of our long term goals this year with the acquisition of a physical space for our HQ, beginning our schedule of hands-on workshops and facilitating weekly craft catch-ups for members. All these things were mentioned in our annual member feedback report as most important for our financial members and it's been our pleasure to implement them.



BrisStyle has grown again in membership and customer following this year and opportunities have expanded to include more members and non-members which has fostered strong community ties and encouraged personal and organisational growth. Brisbane City Council once again helped us to bring the Brisbane Twilight Markets to life in King George Square, which has been our flagship regular market for over four years. These markets assist in enhancing the fabric of our city by activating the blank canvas in the square and encouraging locals and visitors to enjoy the area and vista of City Hall. Last year, at the request of members, we began our first ever monthly markets inside City Hall, the BrisStyle Indie Markets. While this event was initially filled by member stallholders, the numbers appeared to wain as other commitments took precedent and stall cost seemed to become a sticking point. Our customer base for these markets has continued to grow with more locals and visitors coming to the markets each month. However, without stallholders to pay for their stall location at the market, we have decided to adapt this market for next year to become a more seasonal event.

We would not have been able to deliver our extensive programs this year without the assistance of the Brisbane City Council. They have provided us with support for the I ♥ Craft Creative Development Sessions in Brisbane City Libraries as well as our new BrisStyle HQ in Teneriffe. These sessions provide support for any member of the public along with financial association members to learn vital creative business skills to assist them in growing their own micro-business.

I would like to take this opportunity to thank a huge number of supporters without whom we would not have achieved nearly as many goals as we have in such a short period of time. Firstly, our relationship with Brisbane City Council has been strengthened this year with their continued support, advice and attention which has been invaluable to our staff and committee. I would also like to thank major supporter, Kirsteene and her team from Etsy AU who have been an incredible support base for us again over the past year.

Among other fantastic supporters, I would like to thank Brisbane Brown Owls, the team at the Brisbane Square Library, Peppermint Magazine and all those who have supported Brisstyle in the past and continue to do so in the future.

This year we say goodbye to one of BrisStyle's long serving staff members, Helen Berthold our enigmatic Events Manager. Helen has been a stalwart of our community and has pioneered our Brisbane Twilight Markets and BrisStyle Indie Markets in City Hall along with other fabulous one-off events such as The Craft Caravan and Saviours of the Lost Arts among many others. Her bubbly and vivacious nature, cool head and event management experience has nurtured our creative community and the individual members who have taken their craft from hobby to professional business and

beyond. Without Helen, BrisStyle would never have achieved the glittering successes it has and I thank her for sharing her talents, love and friendship.

Thank you to our continuing and hard-working staff, Belinda Harris, our Operations Manager and Sam Gilkes our Membership Coordinator. Both these ladies show tenacity through difficult times and have always endeavored to put BrisStyle first, even if it has affected their own private lives to do so. Their passion and dedication knows no bounds and they are skilled and talented in their positions as well as learning on the job with any other roles which are thrown their way.

I must also take this opportunity to thank the outgoing committee members Belinda Harris, Sam Gilkes, Kirsten Devitt, Bronwen Jones, Jessica Van Den and Fiona McHugh. They have volunteered their time in huge quantities and for that we are truly grateful. I am sad to see our happy group disband but we will all strive to remain active members in volunteering our time, skills and knowledge.

To our continuing committee, Robyn Wood and Felicity Clarke, I hope to work with you closely in the future even though I will not be continuing on committee next year. You have chosen to step up and continue a legacy which has been fostered by many strong and dedicated women before you and I know you will carry the torch with pride and integrity. I am looking forward to meeting the fresh faces who will be joining you next year.

Finally, I would like to thank the financial members of BrisStyle. So many of you have written to us over the past few weeks to encourage, support and champion our staff and committee and without you, we would be lost. Without members who dig deep and find time to support the association in whatever way they can, BrisStyle would not exist or it simply would not have the heart and drive that it does today. I thank you them once again for believing in us and for encouraging us to do the best we can for everyone who has become one of our family.

Kath Chown  
*President of BrisStyle Inc.*

## Secretary's Report

### Robyn Wood



The last twelve months have been a time of huge growth for BrisStyle. Throughout the many events we have hosted, the reputation of BrisStyle has grown in leaps and bounds and we have become 'the market' to visit with our evening indie Twilight Markets and Saturday indie Markets. Our status as an expert in the field of educating indie business people has continued to be strengthened by programs such as the Creative Development Sessions.

I've enjoyed my first year on the BrisStyle Committee and it gave me an opportunity to give something back to the organisation. I became a member almost on a whim, after attending a number of information seminars and have grown to really value my membership as part of such an amazingly passionate group of creatives. I don't really have a desire to sell at markets but continue to admire and support those of our members who do!

The lead up to BrisStyle's move into new headquarters in May was a very exciting but incredibly daunting time for the committee. We were making a decision which would affect all of our membership and the standing of our organisation on the Brisbane creative landscape. The impact of our move is still in the early stages of development but I feel it has had a positive effect. It is particularly wonderful to have a physical space for members to meet and take part in workshops and seminars and the weekly craft catch-ups.

This past year has also seen some changes in the way we function as a management committee – we now have our own private Facebook group to facilitate frequent communication. The committee is also meeting more regularly as we have begun bimonthly planning sessions in addition to the current bimonthly committee meetings. This means that we can discuss and make decisions in a more timely manner. As ever our email communication is constant and saves us much time at meetings. Recently, we have begun to trial a new online service which will enable members to assist BrisStyle staff and committee with the myriad of tasks which keep the organisation functioning.

As a committee member, we commit to supporting a number of BrisStyle events throughout the year as a helper or market angel. I've had many years of experience in running small groups, conferences and even Wiggles concerts, but I have to say our markets have been an eye-opener for me as a non-marketeer! I have been constantly surprised and impressed at the passion our staff, volunteers and members have for this organisation and the sheer creative genius of our members. You are all an inspiration! It has also been wonderful to be part of welcoming the public into our beautiful City Hall market and hearing the praise as they leave. It is sad that these markets will not continue in the same form in 2015 but there is sure to be other opportunities.

Due to lingering health issues, I won't be continuing as BrisStyle Secretary for 2014-15 but I look forward to continuing as a general committee member. Thank you to the members who have welcomed me as a part of the committee and to the wonderful women who have made up the committee over the past year. Special thanks go to Kath, Bel, Helen and Sam for your support and advice over the past year. I'm looking forward to the coming year as a BrisStyle member – I know that we will continue to shine bright in the Brisbane creative community.

Robyn Wood  
*Secretary of BrisStyle Inc.*

## Membership Report

### Sam Gilkes

Through membership, BrisStyle aims to provide support and creative opportunities to independent artists, crafters and designers living in Queensland and Northern New South Wales.

In 2013, BrisStyle Inc. had approximately 360 financial members, which was an increase of 30 from the previous year. The increase was steady throughout the year and came as a result of our Creative Development Sessions, word of mouth and reputation as a supportive creative community. We also gained approximately 30 new members due to our membership drive at the Brisbane Stitches and Craft Show where we used a special code allowing prospective members to join for 15 months for the price of 12.



We continued to provide an online application system as well as access to our Membership Code of Conduct and Policy document online. A detailed Frequently Asked Questions section on our website is available to all prospective members to provide them with as much information as possible during their application process and once approved all members are provided with our detailed Membership Handbook which provides new members with everything they need to get the most from their membership.

During the year, BrisStyle members were able to participate in an array of markets and events including our Brisbane Indie Markets in City Hall which we run ourselves and the Brisbane Twilight Markets which remain supported by the Brisbane City Council.

Our members have also been able to gain invaluable knowledge from our BrisStyle Creative Development Sessions that have included very popular topics such as Photography and Styling and Intellectual Property. We have noted that a lot of people start their BrisStyle journey by attending these sessions for a few months before they make the decision to join. It's so rewarding watching the progression.

The ability to participate in collaborative advertising in magazines such as Peppermint Magazine at a discounted rate has been an amazing opportunity taken up by a lot of our members this year. Members have also had their Etsy shops promoted on the BrisStyle blog, website, facebook page, Instagram and Etsy Teams Profile Page, not to mention countless Etsy Treasuries, many of which have been featured on the EtsyAU front page. We continue to maintain our 'members' page on our website which features each member in a personal profile with up to 4 images of their choice and all the contact details for their online presence.

As always it's wonderful to watch members go from strength to strength. Seeing people attend the Creative Development Sessions and then go on to become members is just as rewarding as watching longer-term members grow and evolve to reach new heights in their creative businesses. We look forward to providing support and opportunity to our members once again this year.

Sam Gilkes  
*Membership Coordinator*

# Program Report

## Helen Berthold



### Introduction

**Leaders of the Brisbane Handmade Scene:** BrisStyle continued to engage and educate the Brisbane creative community in the 2012/2013 period through a vibrant program of Creative Development events & Markets. The overall events achieved recognition in the local Brisbane handmade scene and amongst state and national crafters more widely, in particular with the BrisStyle Markets winning ‘Best Australian Craft Market’ in the inaugural Australian Craft Awards.

**A Holistic Approach to Creative Development:** We continued our holistic approach to programming once again embracing the distinct synergy between the Brisbane City Council supported I ♥ Craft program and BrisStyle Markets. An increase in the number of emerging and professional crafters attending the I ♥ Craft program was significant.

This translated directly to the Council supported BrisStyle indie Twilight Marketeers, where marketeers comprised of mainly I ♥ Craft Program attendees. In particular, the Co-op (incubator) section nurtured the majority of these attendees.

BrisStyle also continued its support of local community events through the Racecourse Community Christmas as well tuning in with the global craft community by hosting the yearly Etsy Craft Parties.

**New Challenges:** The unsteady retail economic climate, influx of new craft markets throughout Brisbane suburbs, BrisStyle Member sabbaticals & success saw a drop in participants and clientele for several markets during the 2013/2014 period

General Overview 2013/2014 Program	Location (Within the Brisbane City Council Area)	Hobbyists & Novice Crafters	Emerging Crafters	Professional Crafters	Frequency Per Year
<b>I ♥ Craft</b>					
Stitcher’s Library / Digital Literacy Project: Mini Creative Development Sessions	Brisbane Square Library	X	X		Project based
Heart to Hearts – Creative Conversations Creative Development Sessions	Brisbane Square Library				Project based
Master Classes	Various Brisbane Libraries	X	X	X	10
	Various Brisbane Libraries		X	X	10
<b>BrisStyle Markets</b>					
BrisStyle indie / Brisbane Twilight Market (Including the Co-op)	King George Square	X	X	X	6
BrisStyle indie Market – City Hall	Brisbane City Hall		X	X	Monthly
<b>Special Event Markets and Events</b>					
BrisStyle Eco Bazaar	Qld Museum, Whale Mall	X	X	X	1
BrisStyle indie Market - Hamilton	St Augustine’s Hamilton	X	X	X	2
Racecourse Rd Community Christmas Market	St Augustine’s Hamilton	X	X	X	1

## I ♥ Craft program

### Creative Development Sessions:

*Presented by BrisStyle Inc. and supported by Brisbane City Council*

The 2013 :: I ♥ Craft :: BrisStyle Creative Development Sessions once again garnered strong results. Although there were 38% fewer bookings compared to than 2012, there was a welcomed 45% drop in cancellations prior to each session, which meant that session numbers were smaller, more manageable and better attended.



The online video highlights of each session meant that these were available for review by participants and those unable to attend, 24/7. Although there was a drop in final bookings numbers, this was negated by the numbers of video sign ups during the 2013 period.

Holding the sessions at Kenmore and Brisbane Square Libraries saw an increase in participants from the surrounding Brisbane City Council Wards. Although there was a 50% decrease in participants travelling from the Eastern suburbs, there was a 50% increase in participants travelling from West of the Brisbane City Council area.

Appreciation of the sessions being continued at no cost to the public, core session topics delivered by inspiring local professional creatives, the reintroduction of panel sessions and the ability to network in a supportive environment in central locations, have been the core positives running through the 2013 feedback forms and survey.

Below is a more in-depth look at all the 2012/13 and 2013/14 statistic comparisons, which will help to paint a more succinct picture of whom our participants were, where they live and why there is a need for the I ♥ Craft Creative Development Sessions to continue to receive Brisbane City Council support.

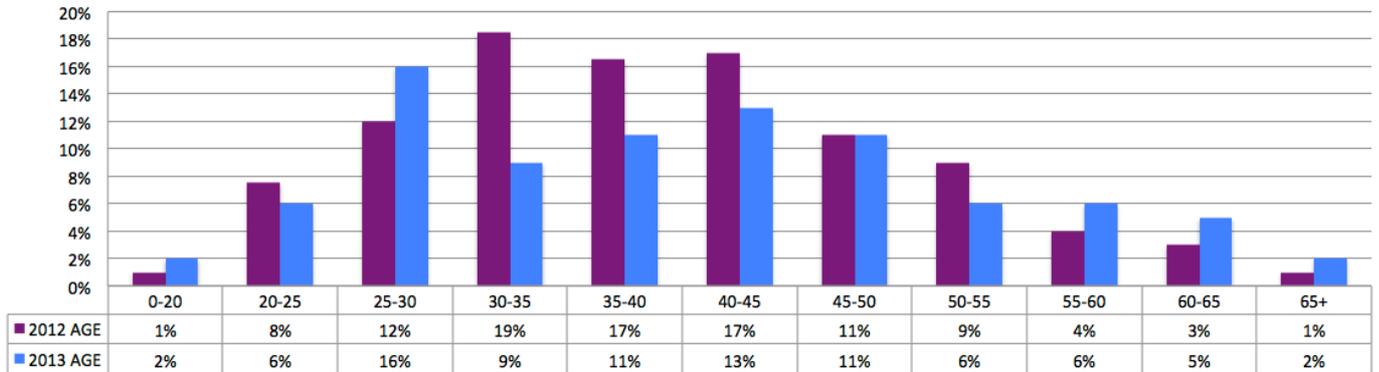
**NB:** *Although the Creative Development Sessions remained popular with strong results, the Brisbane City Council indicated that they would not be able to fund the sessions until the second half of 2014. This left a gap in education for the first half of 2014 therefore promoting the Heart to Hearts and Online Video Sessions as a source of creative inspiration and development in the meantime.*

*“Beautifully presented. Empowered knowing that Brisbane City Council invests in the supporting local crafters.”*

DATE: Saturdays 10am-12.30pm	TOPIC	PRESENTER	VENUE
<b>2013</b>			
July 20	Retail Recon: Wholesaling	Kylie Johnson – Paper Boat Press	Kenmore Library
Aug 17	The Magic of Markets	Samantha Gilkes & BrisStyle Cameos	Brisbane Square Library
Sept 21	Creative Accounting	Alycia Woods – AW Accounting	Brisbane Square Library
Oct 5	Protecting Your Products	Intellectual Property Lawyers.	Brisbane Square Library
Nov 16	Map & Hatch Business Planning	Samantha Gilkes for Sally Wright	Brisbane Square Library
<b>2014</b>	No Council Funding until July 2014		

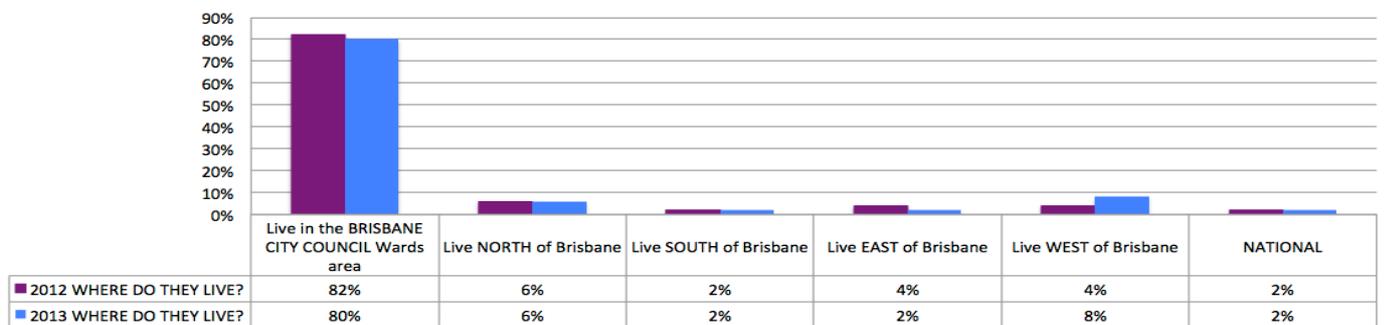
## Facts and Figures

### How old are the participants?



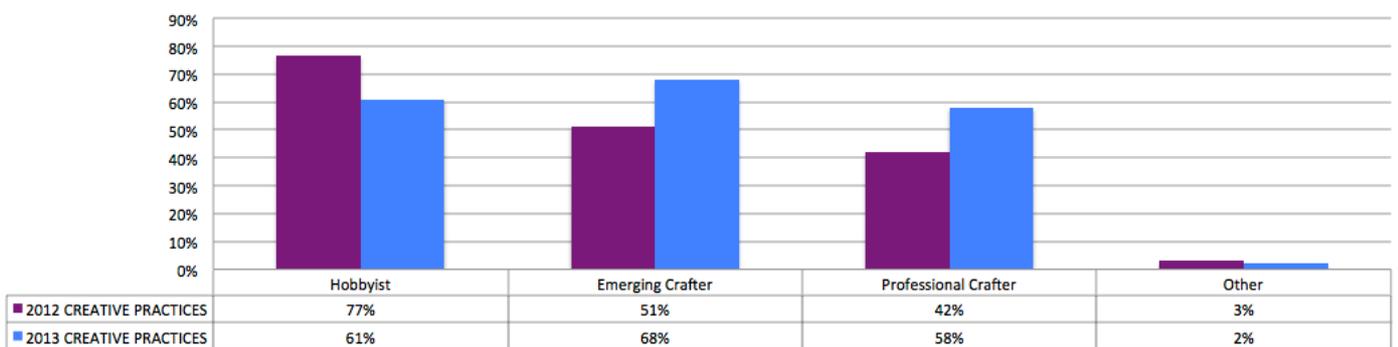
**Notes:** Although a drop in 30-55 year olds, there was an increase in the number of 0-20's, 25-30's and 55-60+ due to the Saviours of the Lost Arts Program which focused on engaging youth and senior Brisbane craftisans.

### Where do they live?



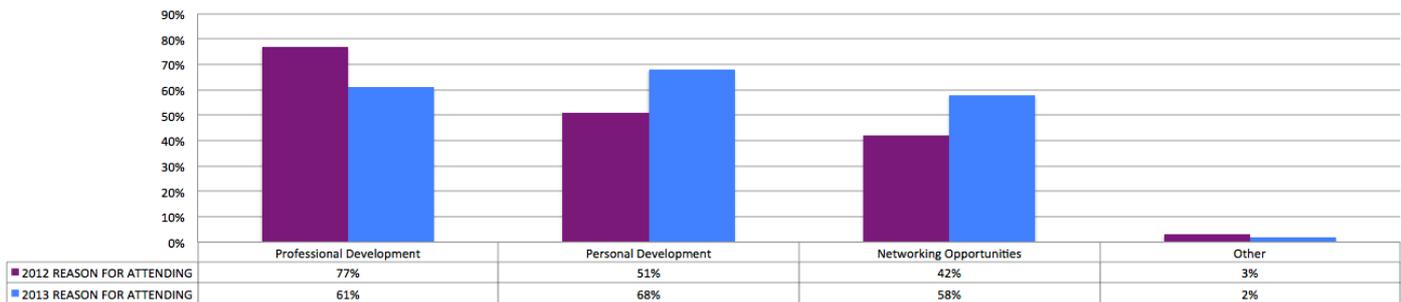
**Notes:** Participants travelled in as far North as Harvey Bay and Townsville, West from Warwick, South from Balina in NSW, with other participants coming from the ACT and Victoria.

### What level of creativity do the participants have?



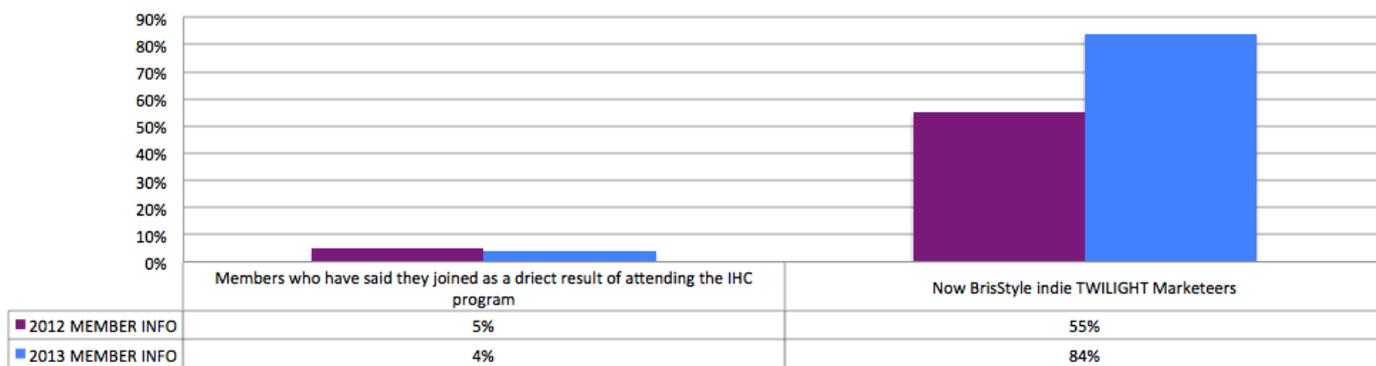
**Notes:** Although a drop in hobbyists, there was a marked increase in emerging and professional crafters attending the sessions. Many attending the sessions this year are repeat participants, many who have taken part since the programs inception, which has enabled and inspired them to take their practices to the next level.

## Why did they attend the sessions?



**Notes:** There has been a shift in the reason participants are attending these sessions, with Brisbane creatives valuing the personal development aspects of the program as well as the networking opportunities. Connecting with local like-minded creatives in a supportive environment fosters a sense of belonging and inclusion as well as creative collaborations.

## How have the sessions impacted on BrisStyle Membership and the Twilight Market?



**Notes:** Although the # of members joining BrisStyle as a direct result of attending the program has remained consistent, there has been a 29% increase in the # of these members who are now participating in the council supported BrisStyle indie Twilight Markets.

### Top 5 things participants love:

1. That council is supporting local crafters through free sessions – making them accessible for all.
2. Hearing from successful local creative professionals - real life, inspirational experiences.
3. Networking – connecting with like-minded local creatives; fostering a sense of inclusion through intergenerational and multicultural experiences.
4. Supportive environment – presenters and BrisStyle staff give after session support and follow up.
5. Accessible locations – easy to access locations in particular Brisbane Square Library due to its proximity to public transport.

Feedback has shown that blossoming Brisbane crafters and professional artisans alike want to revisit the top key practical skill sessions as well as get up close and personal with Brisbane's most current crop of successful creatives.

### Top 5 core Practical Skills topics participants want repeated for future sessions:

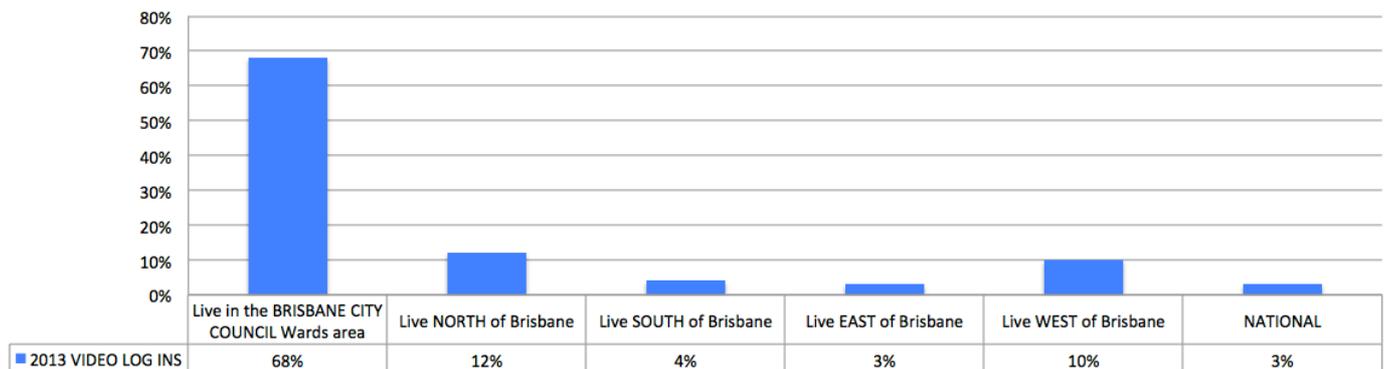
1. Online Selling
2. Marketing, branding and Social Media
3. Photography and Styling
4. Intellectual Property tips
5. Business Planning

The new look syllabus creates an exciting model:

- Providing our dedicated long-term participants with further support and education.
- Whilst also being aimed to attract a brand new audience of Brisbane creatives.

Many thanks once again for Brisbane City Council’s Creative Communities continued support of the program from July 2014

**Online Video Highlights:** Having the videos of each session available online after each session, allows not only the participants who came along to re-cap their notes but also allows those wanting to attend but unable to make it due to location, date etc. a chance to also view the highlights. <http://www.brisstyle.com.au/video-sessions/>



**Notes:** This is the first year we have tracked the video sessions:

- 112 non members registered via the BrisStyle website to be able to view the sessions. <http://www.brisstyle.com.au/video-sessions/>
- The National reach includes:
  - 10x in NSW- as far South as Bondi
  - 1x in SA
  - 1x in Victoria
  - 83x NTH QLD - as far North as Weipa and Townsville
  - 68x West QLD – as far as Warwick

**Heart to Hearts:** Feedback from the previous period’s sessions including Saviours of the Lost Arts, identified a common thread of local hobbyists wanting to hear more about the creative journeys of successful Brisbane craftisans. This was also identified through Brisbane Library Services direct feedback as well and thus the “Heart to Hearts” – Creative Conversation Sessions were born.



These brand new interview style Q&A “Heart to Hearts” let participants learn how these professional craftisans developed their signature style and stay relevant in the marketplace whilst still having a work / life balance. Hosted by BrisStyle’s Samantha Gilkes, this brand new series give blossoming Brisbane creatives and professional artisans alike, the opportunity to ask questions, meet the interviewees and be inspired in their own creative pursuits. Standing apart from the larger crowds of the other I ♥ Craft programs, these “Heart to Hearts” provide a more intimate setting for a smaller group or participants.

<b>2014 DATE</b> <b>Saturday:</b>	<b>INTERVIEWEE</b>	<b>INTERVIEWER</b>	<b>VENUE</b>
Apr 5	Kirsten Devitt from Each to Own	Samantha Gilkes	Brisbane Square Library
May 17	Clare Collyer from Zillpa	Samantha Gilkes	Brisbane Square Library
June 21	Stephanie Phillips from This Brown Wren	Samantha Gilkes	Brisbane Square Library
July 5	Ellie Beck from Petalplum & Deadwood Creative	Samantha Gilkes	Brisbane Square Library
Aug 2	Alice Veivers from Alice Nightingale	Samantha Gilkes	Brisbane Square Library
Aug 16	Patience Hodgson & Rachel Burke from Fancy Free	Samantha Gilkes	Brisbane Square Library
Sep 6	Maryanne Talia Pau from One Million Stars	Samantha Gilkes	Brisbane Square Library

*“Hearing from real life crafters is great for confidence building; knowing that other local Brisbane creatives are successful on the world stage and them being willing to share their experiences – trials and successes is empowering.”*

**Master Classes:** Due to feedback from attendees of the free sessions for more in depth knowledge, BrisStyle created a series of companion courses to the Council funded free of charge I ♥ Craft sessions. These Master Classes were funded by a charge of \$80 per participant and held at different Brisbane Library Venues. Due to the non-centralised locations and cost to attend, participant’s feedback led the Committee to curtail the number of classes until a suitable central BrisStyle Headquarters could be sourced.

**Mini Development Sessions - Stitcher’s Library / Digital Literacy Program/ The Handmade Market**  
*Presented by BrisStyle Inc. and supported by Brisbane Library Services and the State Library Qld.*

Continuing support at a more basic level for hobbyists and novice crafters was still a priority and so we embraced the Brisbane Library Services continuation of the Stitchers Library Mini Sessions; this time being centralised at Brisbane Square Library.

<b>DATE 2013</b> <b>Friday Night</b>	<b>TOPIC</b>	<b>PRESENTER</b>	<b>LIBRARY VENUE</b>
Aug 16	How to Turn Your Hobby into a Real Business	Jess Van Den	Brisbane Square
Sept 6	The Three Pillars Of Marketing Your Handmade Business Online	Jess Van Den	Brisbane Square
Sep 27	Get Started with Blogging & Grow Your Handmade Business	Jess Van Den	Brisbane Square

In early 2012 we were approached by Brisbane Library Services to tender a submission for a digital literacy project called the Stitcher’s Library. The project’s main aim was to encourage hobbyists and novice crafters in the Brisbane City Council area to participate in the burgeoning online craft community, in particular those seeking to develop home-based, online micro-businesses for employment.

Due to the popularity of the 2012/2013 first half sessions, the project was extended to include more pointed topics including Business Planning, Social Media and Online Selling basics as well as a unit on How to Teach Craft. In essence, these sessions were mini bites of all the Creative Development Session essentials; an initial “bite” of information combined with a good dose of networking.

*“Good simple, practical information.”*



2013						
Saturday	July 13	August 10	September 14	October 12	November 9	December 7
2014						
Saturday	February	March 8	April 12	May 10	June 12	

**The BrisStyle indie Market - City Hall:** *An initiative of BrisStyle Inc*

LOCATION: Brisbane City Hall, Brisbane City TIME: 9am-3pm (9am-4pm in December)

This member envisioned event, gave eligible members a regular indoor arena to showcase their handmade wares in a mini shop setting; therefore giving them an opportunity to further grow their businesses. Feedback from the regular 2013 City Hall Marketeers indicated that they wanted to continue to build their monthly clientele, therefore the BrisStyle Committee honored this and committed to a full calendar year of markets for 2014.

Many regular City Hall Marketeers (also graduates of the I ♥ Craft program) achieved nationwide success and were selected for larger trade and design focused events. Although this equated to a drop in stallholders for the first half of 2014, it was exciting to see our members truly take their creative businesses to the next level.

During this period several challenges arose for Marketeers concerning site choice and cost. Through feedback from the regular marketeers, the Committee designed two new style sites to compliment the larger Standard Site. The new Trestle Table & Compact Sites gave members smaller and more affordable site options to participate.

**BrisStyle indie Twilight Markets (BiTM)** [July 2013-Dec2013]

*Presented by BrisStyle Inc. and supported by Brisbane City Council*

With the continued support of the Brisbane City Council, the BiTM activation of King George Square went from strength to strength in the culminating with the successful 2013 December Christmas event. In particular, the I ♥ Craft program sustained confidence in attendees to test the waters with

their handmade products and the BiTM gave them a safe, supportive nurturing environment to achieve this.

From our strong annual results, it became evident that the continuation of a premium handmade Twilight Market was needed to cater for Brisbane hobbyists, emerging crafters and those who have taken their creative businesses to the next level. This led to Brisbane City Council tendering for producers with BrisStyle winning the bid.

**Brisbane Twilight Markets (BTM) [Feb 2013-June 2014]**

*An initiative of the Brisbane City Council produced by BrisStyle Inc.*

LOCATION: King George Square, Brisbane City TIME: 5pm-9pm (4-9pm Christmas)

2013 BrisStyle indie Twilight Market	2014 BTM Brisbane Twilight Market
Friday Jul 26	Friday Feb 21
Friday Aug 23	Friday Apr 4
Friday Oct 18	Friday Jun 27
Friday Dec 13	



Due to changes to the Brisbane City Council’s tendering process, 2014 saw a more generic name for the markets being sought. Although a different name, the Brisbane Twilight Market kicked off the New Year with the same verve and professionalism, as it’s previous counterpart.

**Aims:**

- Create a platform for local creative enterprise.
- Cultivate local creatives to be recognised on the creative world stage.
- Create a vibrant, accessible and welcoming creative hub in Brisbane city by activating King George Square
- Contribute to Brisbane’s cultural tourism through social connection and city pride.

**The Co-op (incubator):** To carry the support and nurturing of emerging creatives to the market arena the Co-op was further developed this year. The aim of the Co-op is to encourage, nurture and support new members who are emerging hobbyists or new marketeers and are looking to take their small businesses to the next level. It's the perfect opportunity for the participants to meet new people, network with fellow emerging crafters, and work their way up to having their own stall if viable. The other alternative, which is popular, is to build relationships with the other Co-op participants to eventually share a full sized stall together.

**2013 December Christmas Twilight Market:** Once again we shared King George Square with the Myer Christmas Parade and Pantomime organised by Brisbane Marketing. This year there was an added entertainment feature from the “Gold Lotto 3D Light Spectacular ” which saw 4 3x3m towers placed in and around the square, including a large control area set up on the deck.

The BrisStyle Market team attended several planning meetings arranged between all the major stakeholders. The proposed high crowd numbers, which the added entertainment was to generate, saw all BrisStyle Market sites removed from the centre of King George Square to allow for emergency egress. In doing so we lost a total of 5 potential 3x3m sites due to the reduced

space available to us to use. These sites were distributed throughout 4 precincts: Speakers Corner, to the Side and behind the Christmas Tree, the Grand Ramp, Deck area and Ramp leading from King George Square to the Deck. (Although we encouraged members to share their sites, there were still 26 members who remained on the waitlist and were unable to participate in this year's event)

New BrisStyle Emergency Evacuation Management Plans and Risk Assessments were created with guidance from all stakeholders.

**Images:** <https://www.facebook.com/media/set/?set=a.10152094849845930.1073741852.113471190929&type=3>

### **The BrisStyle (Eco) Bazaar** [September 7, 2013]

LOCATION: Whale Mall, Queensland Museum & Science Centre Southbank

TIME: 9am-3.30pm

Supported by local eco fashion Magazine Peppermint the Qld Museum the 2013 BrisStyle Eco Bazaar saw our original BrisStyle indie ECO Market (The BiECO) transform into a Middle Eastern souk. Still a green fest for lovers of eco handmade vintage, de-stashed and second items, Marketeers we're encouraged to bring their stalls to life with a traditional Bazaar feel.

Held in the Queensland Museum & Science Centre's iconic Whale Mall to accompany the Museum's "Afghanistan" Exhibition, the Bazaar came to life with Middle Eastern inspired belly dancers, carpet merchant, food, tea service music and weaving workshop hosted by Rebecca Cason and Wayne Dring from The Brisbane Brown Owls.



The Whale Mall was decorated with banners and large tassel bunting, which were made during a stand-alone weekend workshop hosted by Rebecca Cason from the Brisbane Brown Owls and BrisStyle in the Museum's "Inventory".

### **External / Community Events**

**Etsy Craft Parties:** Being Brisbane's premier Etsy Team we have now hosted the Brisbane Etsy Craft Party for the 3rd year running. Taking place as an interactive centerpiece to our regular programmed events these make and take workshops continue to draw a mixed crowd of dedicated local Etsy sellers and buyers alike. In particular, the 2014 Etsy Craft Party was the first big event to debut in the new BrisStyle HQ.

**Racecourse Road Community Christmas:** Once again we supported the Hamilton Ward community at large with a bespoke market as part of the Racecourse Road Community Christmas at our old market home St Augustine's. This year we saw over 60 stallholders participate with record crowds attending both the Carols and Market.

**Day to day Community Event Support:** As well as BrisStyle hosting its own events and participating in community activities, the BrisStyle Events team also promotes other external events to each member on a daily basis. Participation in school and community markets, suburban festivals, workshop facilitation call-outs, Council run initiatives and a myriad of other events are all passed onto our members through the BrisStyle online forum and fortnightly Member eNewsletter. Members' feedback tells us that access to this wide scope of events has been invaluable in promoting and growing their businesses and hobbies.

**Additional Events:** BrisStyle also hosted Creative Workshops, we attended Stitches and Craft show in Brisbane and much more.

**Acknowledgements:** The entire BrisStyle Membership past and present for their contagious support of every event; the overwhelming support of all those who have embraced the markets and continue to support them rain, hail or shine;

**All the overall event supporters:** The Creative Communities Team, Brisbane Library Services and the State Library of Queensland, Epicure, Brisbane Metropolitan Bands, Brisbane Brown Owls, St Augustine's Church, The Queensland Museum and Science Center, Artslink Qld, Access Arts, Mr. Rush Café, the Racecourse Rd Business Group and Wayne Dring our illustrious cameraman.

**Media supporters:** Peppermint Magazine, The Courier and Sunday Mail, Carly Hennessey, Reverse Garbage, in.cube8r, Tangled Yarns, Side Street Vintage, Nook, The Collective Store; Etsy.com and Etsy AU, Hopscotch eOne Films, 4BC Brisbane, Qld Museum, Bondville, {KID} Independent and all our Online Listing Supporters.

**Workshop / Session facilitators:** Rebecca Cason and Wayne Dring from the Brisbane Brown Owls, Jess Van Den, Trish Goodfield, Sally Wright, Samantha Gilkes, Melanie Augustin, Liana Kabel, Kylie Johnson, Alycia Woods,

**Brisbane Craft Guilds and Groups:** Tricia Smout, The Queensland Spinners, Weavers and Fibre Artists, Australian Sewing Guild Inc and ATASDA.

**The BrisStyle Crew:** Belinda Harris, Kath Chown, Jon Sutton, Dyani Evans, Maciek Koziara, Samantha Gilkes and all the year's market volunteers:

**Event Volunteers:** The BrisStyle Committee, Bree Torrens, Michelle Auer, Vicki Sinclair, Trish Goodfield, Emma Collett, Marta Walenda, Maciek Koziara, Trudy Rottier, Picot Allen, Danella Kooy, Sue Flewell-Smith, Karah Sinden, Fiona Draney, Christina Flack, Renae, Shelley Wilkinson, Katie Bellotti, Julie Coysh, Kerri Collins, Rebecca Cason, Wayne Dring, Dyani Evans, Chrissa Alexion, Kath Markwell, Kaitlyn Roberts, Katie McCluskie, Stephanie Quattrini, Fiona Woodhouse, Lana Le, Wendy fisher, Georgina Berkman, Cassandra Karkkainen, Robyn Woodrow, Anita Gosden, Kimberley Sweeney, Kathrine Boggin, Maddy Boggin, Karen Drew, Yula You, Evie Willstead, Karen Hendry, Kaylee Lamb, Freda Bosgra, Vicki Belden, Sandra Adams, Genevieve Loy Callaghan

**Market & Event Contributors:** The BrisStyle Committee Members: Kath Chown, Felicity Clarke, Bronwen Jones, Kirsten Devitt, Sandrine Marsh, Gill Pyke, Robyn Wood, Jess Van Den, Alycia Woods, Fiona McHugh. Last but not least, the positive and inspirational energy of the BrisStyle Committee current President Kath Chown, Membership / Online Listings Co-ordinator Samantha Gilkes, Graphic Designers Gill Pyke and Laura Featherston, Event Photographer's Sandrine Marsh, Aaron McGregor and Greg Elkenhans and of course our wonderful Operations Manager Belinda Harris for her passionate administration and contribution of every event.

Helen Berthold  
*Events Coordinator*

## Treasurer's Report

### Fiona McHugh



This 2013-14 year saw Alycia Woods stand down as Treasurer in April 2014 and I stepped into the position. Unfortunately, due to unexpected work changes, I will be stepping down to make way for a new Treasurer at the upcoming AGM. BrisStyle's financial reports for the 2013-14 year have been independently audited by Aspire Financial Group and full details are set out in the Financial Statements enclosed in this Annual Report.

For the first time since its inception, BrisStyle rented a space to call home at 24 Macquarie St Teneriffe. The rent for BrisStyle Head Quarters was paid 12mths in advance and is paid up until April 2015. Income has been generated from renting this space out to various groups and this would need to continue and be actively promoted to offset the continuation of the HQ rental costs.

The majority of BrisStyle income for 2013-14 came from marketing events followed by grants from Brisbane City Council & SOTLA plus membership fees and advertising. Membership fees were down \$943 compared to last financial year. July 13 started with 206 financial members and closed in June 14 with 368 financial members. Today we are currently sitting at 209 financial members and following trend this should continue to grow steadily throughout the year.

The Balance Sheet sets out the assets and liabilities of BrisStyle and defines the collective value of BrisStyle with member equity sitting at \$7587 due to an operating loss of \$18,814 for 2013-14. This loss was largely due to paying Head Office rent 12 months in advance as a significant discount was offered. So technically 2 months rental cost belongs in 13-14 and 10 months belongs to the 14-15 year. Brisbane City Hall market also struggled to meet costs due to stall holder numbers being down while our contract still required that we pay for the full space and this will be reassessed going forward. Businesses all over the country suffered from the general public tightening their purse strings and the craft and handmade community was not immune but we have fared better than many.

BrisStyle was registered for GST for the first time last year and is up to date with all GST payments and reporting requirements. Compulsory Super, Work Cover and Public Liability payments are up to date and all insurances held by the association are reviewed annually. It has been a pleasure to have been involved with this organisation even for such a short period. The tireless work of the employees, the committee members and the wonderful volunteers make BrisStyle the professional and exciting community it is today. It is evident that BrisStyle's strong systems of procedures and management stands them in good stead for the future. BrisStyle offers a very unique opportunity for artists and creators of all levels to grow their handmade businesses and it is an essential part of Brisbane's creative community.

I wish all outgoing employees and committee members the best for the future and welcome in a fresh new team. If anyone would like to view the accounts for the financial year ended 30 June 2014, please feel free to contact me.

Fiona McHugh  
*Treasurer*

**INDEPENDENT AUDIT REPORT**

*To the Members*

*BrisStyle Inc.*

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**Scope**

We have audited the financial report of the BrisStyle Inc. for the year ended 30 June 2014, as set out on pages 1-2. The Management Committee is responsible for the financial report. We have conducted an independent audit of the financial report in order to express an opinion on it to the members of the Association.

The financial report has been prepared for distribution to members for the purpose of fulfilling the Committee of Management's financial reporting requirements under the entity's constitution. We disclaim any assumption of responsibility for any reliance on this report or on the financial report to which it relates to any person other than the members, or for any purpose other than that for which it was prepared.

Our audit has been conducted in accordance with Australian Auditing Standards to provide reasonable assurance as to whether the financial report is free of material misstatement. Our procedures included examination, on a test basis, of evidence supporting the amounts and other disclosures in the financial report, and the evaluation of procedures have been undertaken to form an opinion whether, in all material respects, the financial report is presented fairly in accordance with Accounting Standards and other mandatory professional reporting requirements (including Australian Accounting Interpretations) and statutory requirements so as to present a view which is consistent with our understanding of BrisStyle Inc. financial position, the results of its operations and its cash flows.

**Qualification**

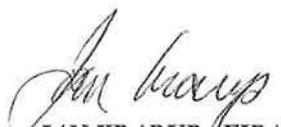
As in the case of similar organisations, it was impracticable to extend our examination of income derived from operations beyond that information which is recorded in the books of account. The audit opinion expressed in this report has been formed on the above basis.

**Audit Opinion**

In our opinion, the financial report of BrisStyle Inc. is properly drawn up:

- (a) so as to give a true and fair view of the financial position of BrisStyle Inc. as at 30 June 2014 and the results of its cash flows for the year then ended;
- (b) in accordance with applicable Accounting Standards and other mandatory professional reporting requirements;
- (c) as at 30 June 2014, there were no mortgages, charges or securities of any description affecting any of the property of the incorporated association.

Yours faithfully,

  
**IAN KRARUP FIPA**  
15 September 2014

BRISSTYLE INC.

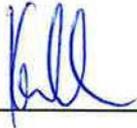
STATEMENT BY THE BOARD OF MANAGEMENT

AS AT 30 JUNE 2014

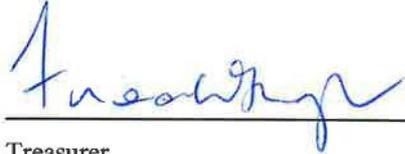
In the opinion of the members of the Board of Management:

1. (a) The accompanying Income and Expenditure Statement is drawn up so as to give a true and fair view of the financial position of the Incorporated Association for the year ended 30 June 2014.  
(b) The accompanying Balance Sheet is drawn up so as to give a true and fair view of the state of affairs of the Incorporated Association as at 30 June 2014.
2. As at the date of this statement there are reasonable grounds to believe that the Incorporated Association will be able to pay its debts as and when they fall due.
3. The accounts of the Incorporated Association have been prepared in accordance with the Queensland Associations Incorporation act 1981 (as amended).
4. As at 30 June 2014, there were no mortgages, charges, or securities of any description, affecting any of the property of the Incorporated Association.

Signed in accordance with a resolution of the Board of Management.



Chairperson



Treasurer

Dated:

18/9/14.

**BrisStyle Inc.***11/24 Macquarie Street  
Teneriffe Qld 4005***Profit & Loss Statement**

for the year ending 30 June 2014

<b>Income</b>	
Membership Payments	\$22,240.00
HQ Income	\$1,817.88
Advertising	\$9,156.17
Bank Interest	\$1,354.01
BiM Income	\$60,999.50
BiM PayPal Fees	\$10.64
BiTM Income	\$34,550.27
BiECO Income	\$5,374.55
SOTLA	\$5,000.00
Other Events	\$3,627.28
Equipment Hire Fees	\$815.00
BrisStyle Information Sessions	\$23,300.00
CDS Masterclasses income	\$1,144.57
EPICURE Equipment Hire Fees	\$396.00
<b>Total Income</b>	<b>\$169,785.87</b>
<b>Cost of Sales</b>	
Printing and Promotional Costs	\$6,548.38
Catering Costs	\$389.35
Contractor Costs	\$1,403.45
Equipment and Marketing Costs	\$126.36
Volunteer Costs	\$1,712.89
<b>Total Cost of Sales</b>	<b>\$10,180.43</b>
<b>Gross Profit</b>	<b>\$159,605.44</b>
<b>Expenditure</b>	
Bank Fees	\$152.50
Insurance Fees	\$6,456.83
Advertising Costs	\$10,700.66
Graphic Design Costs	\$660.00
Website Costs	\$216.35
Membership Expenses	\$2,485.77
Office Supplies	\$1,234.24
Computer Equipment	\$19.80
Donations and Sponsorship	\$50.00
Postage & Shipping	\$98.85
Hire of Equipment	\$405.29
<b>Markets &amp; Events Expenses</b>	
BiM Costs	\$21,817.18
BiTM Costs	\$1,641.00
BiECO Costs	\$1,037.74
Bazaar Market	\$23.82
Other Events Costs	\$2,209.77
BrisStyle Information Sessions	\$3,646.72
CDS Masterclasses Expenses	\$421.37
<b>Wages</b>	
Wages	\$95,327.10
Superannuation Expenses	\$8,815.17
<b>Total Wages</b>	<b>\$104,142.27</b>
<b>BrisStyle HQ Expenses</b>	
HQ Rent	\$17,875.00
BrisStyle HQ Expenses	\$3,123.93
<b>Total Expenditure</b>	<b>\$178,419.09</b>
<b>Current Year Surplus/(Deficit)</b>	<b>(\$18,813.65)</b>

**BrisStyle Inc.***1F/24 Macquarie Street  
Teneriffe Qld 4005***Balance Sheet**

as at 30 June 2014

**Assets****Current Assets**

Main Community Savings Account	\$5,201.40
ING Account	\$10,122.64
PayPal Acct	\$975.06
Petty Cash/Float	\$100.00
HQ Bond	\$1,625.00
Trade Debtors	\$2,379.54
<b>Total Current Assets</b>	<b>\$20,403.64</b>
<b>Total Assets</b>	<b>\$20,403.64</b>

**Liabilities****Current Liabilities**

Trade Creditors	\$1,096.02
GST Payable	\$849.99
Payroll Accruals Payable	(\$2.51)
PAYG Withholding Payable	\$3,170.02
Unearned Revenue	\$7,703.00
<b>Total Current Liabilities</b>	<b>\$12,816.52</b>
<b>Total Liabilities</b>	<b>\$12,816.52</b>

**Net Assets** **\$7,587.12****Represented by:**

Opening Members Funds	\$26,400.77
Current Year Surplus/(Deficit)	(\$18,813.65)
<b>Total Equity</b>	<b>\$7,587.12</b>

## Supporters

BrisStyle Inc. would like to say a big thank you to its 2013-2014 supporters!

### Major Partners



*Dedicated to a better Brisbane*



### Media Partner

*major media sponsor*



### With special thanks

Brisbane Library Services, Queensland Museum, {KID} independent, Sunday Mail and U Magazine, Brisbane Brown Owls, Nook, Bondville, incube8r, Reverse Garbage, Tangled Yarns, Cultiver, Handmade High Street, Handmade Heaven, The Handmade Expo, Mimmis, The Collective Store, Side Street Vintage, Yelp, Weekend Notes, Must Do Brisbane.