

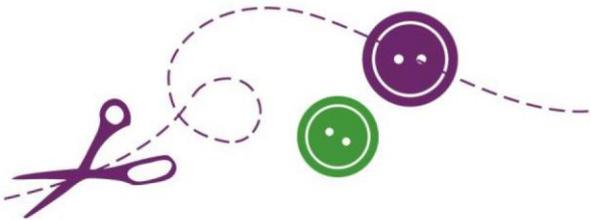
# BrisStyle Inc.

# Annual Report

# 2012 - 2013

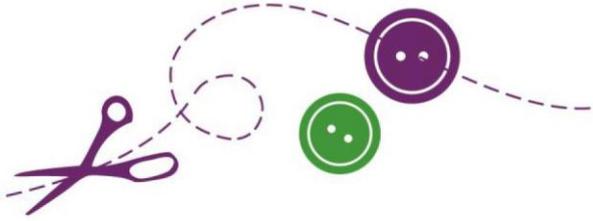
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## President's Report Kathryn Chown

As a newcomer to the BrisStyle Committee, I have witnessed some amazing teamwork with the implementation of continuing and new programs. The committee has fared very well in the absence of a President for most of the past financial year with current secretary Belinda Harris and other committee members stepping up to ensure the group ran smoothly and harmoniously.



BrisStyle has again flourished and grown over the past year with memberships at an all-time high and more opportunities for both members and non-members than ever before. Thanks to the Brisbane City Council our indie Twilight Markets continued in their usual fashion and were well patronised throughout the course of the year. These markets are vital to our members but also in changing the landscape in their King George Square location to activate an otherwise blank, concrete space.

In addition to these markets, we have also taken a huge step with the new premiere indie Markets inside the newly refurbished Brisbane City Hall. These curated markets give BrisStyle members a beautiful high end space and customer base to showcase their artisan works. They have been successfully received and are now a destination for Brisbane locals and international visitors.

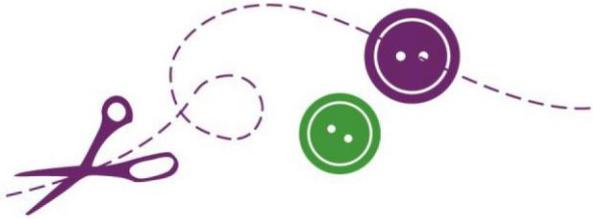
The Brisbane City Council have been instrumental in the success of other programs this year, providing us with support for our Saviours of the Lost Arts (SotLA) program along with a full complement of I ♥ Craft creative development sessions in various Brisbane City Council Libraries across Brisbane. SotLA nurtured our craft and art communities and guilds through hands on workshops, craft group discovery days, markets and the creation of a Craft Guild Directory. These activities along with the I ♥ Craft sessions were open to the public and helped to continue the conversation between the custodians of the arts, those who are already creators and a raft of craft beginners.

We have built on our strong relationship with the Brisbane City Council and I would like to take this opportunity to thank them for their support, advice and attention without which we would not have achieved so much in such a short space of time.

BrisStyle is growing steadily and continues to provide great services offering members a wide range of activities and marketing opportunities along with information and the fostering of our community through the online forum, events and I ♥ Craft sessions. Our continued growth allows us to offer more and more benefits to a wider audience.

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This is the perfect opportunity for me to thank our supporters who have been instrumental in advertising and strengthening BrisStyle's reputation in the craft community. I would like to personally thank The Etsy AU team - Kirsteene and the girls have been a huge support for BrisStyle over the last 12 months, Brisbane Brown Owls, the team at the Brisbane Square Library, Peppermint Magazine and all those who have in the past and continue to supported BrisStyle into the future.

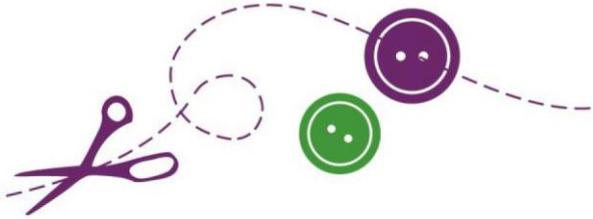
I feel that I am only just beginning to understand the wonderful nature of all the inspirational people on the committee and I would like to thank them for my warm welcome into the group. Firstly, thank you to BrisStyle Staff Belinda Harris, Helen Berthold and Samantha Gilkes who are constantly working for the good of our members and community.

Thank you also to outgoing committee members Gill Pyke, Sandrine Marsh and Amanda Whitelaw who have brought energy, talent and hard work to BrisStyle over their years of service. They have volunteered their time and skills for the good of a group who they believe in and it has been greatly appreciated.

This next year will hopefully see a few new faces on the committee as we are guided by those who are continuing their service by re-nominating : Jessica Van Den, Alycia Woods, Belinda Harris, Kirsten Devitt, Bronwen Jones, Samantha Gilkes and myself. I am looking forward to working with this inspiring group of hard working creatives as we continue to grow and develop.

Finally, thank you to BrisStyle's members who give incredible support and proudly advertise the group to others. You are the backbone of our unique and close knit group. You have put BrisStyle on the map as a community of talented and inspiring artisans and have made our markets an Australian destination for quality handmade products. Without you, your time volunteering and your membership, we would cease to exist.

Kath Chown  
*President of BrisStyle Inc.*



## Secretary's Report Belinda Harris

The 2012-13 financial period was one of great growth and change for the BrisStyle Community. Not only did this year see us host the most events in a 12 month period; we also saw our membership grow to its largest amount to date.



The last 12 months have also been a period of growth for me personally I am now not only the secretary for BrisStyle but also a paid staff member, holding the role of operations Co-ordinator and making sure that all BrisStyle Operations run smoothly.

Late 2012 saw myself and Helen take on a 3 part series of mini business talks at Brisbane Square library as part of the Stitchers Library Program and we were overwhelmed by the support and the number of public who came along to listen to us speak about growing your handmade business.

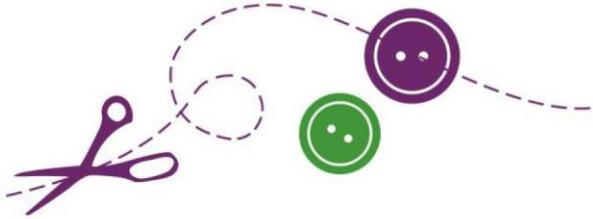
Again this year we hosted not one but two Brisbane Etsy Craft parties and a great time was had by all. The theme 'wish you were here' sat well with our Twilight market customers and tourists alike who had a lovely time sitting down to make postcards for friends and loved ones far and wide. We also had the 'Craft for your Community' theme which equally suited our Saviours of the Lost Arts Event in June 2013.



The arrival of our new President Kath Chown and also working with our new Treasurer Alycia Woods has been a rewarding experience this year and I would like to take this opportunity to not only thank them but the rest of our committee, members, and volunteers alike to say a big Thank you! for making this one of our best years ever! As well I wish to thank our staff members Helen Berthold and Sam Gilkes; without your support and advice I wouldn't be able to achieve the things I do every day. While I personally have made the decision after 5 years to step down as Secretary so that I can focus on helping BrisStyle continue to grow, I will however be staying on the committee as a general member to support its new team and I feel more confident than ever that BrisStyle has a bright and shiny future ahead supporting local creatives in the Brisbane area.

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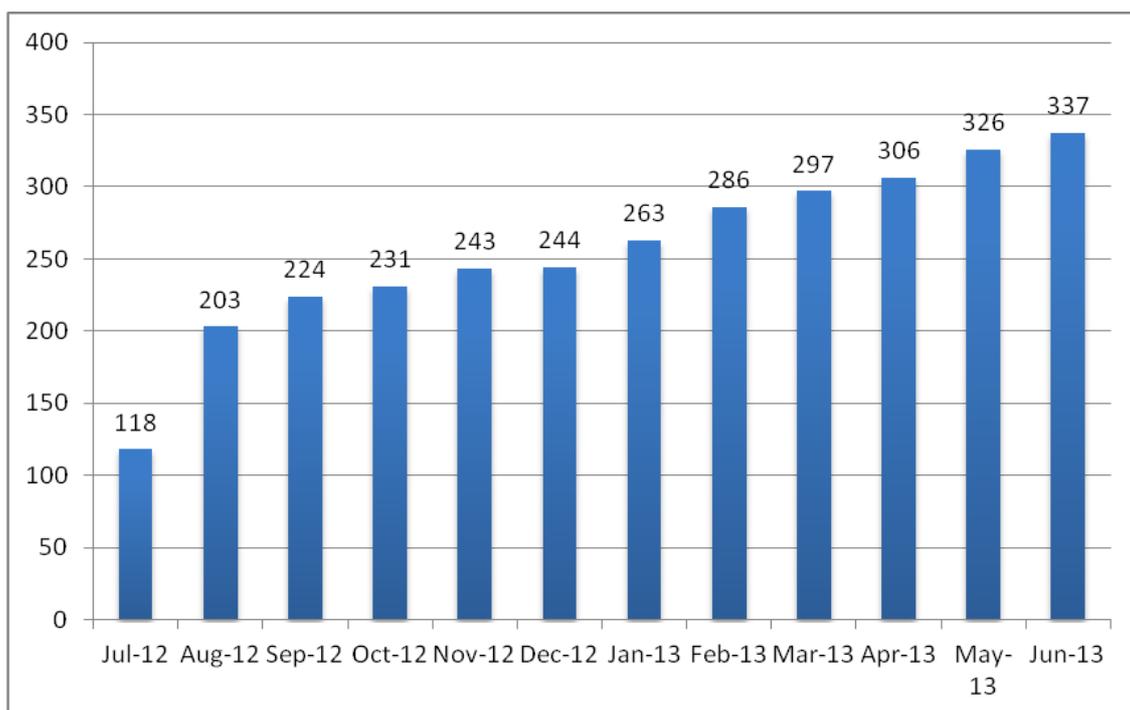


## Membership Report Sam Gilkes

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



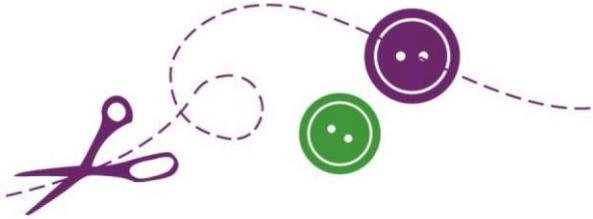
In 2012, BrisStyle Inc. had approximately 340 financial members, which was an increase of 70 from the previous year. The increase was steady throughout the year and came as a result of our Creative Development Sessions, word of mouth and reputation as a supportive creative community.



We continued to provide an online application system as well as access to our Code of Conduct and Membership 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.

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During the year, BrisStyle members were able to participate in an array of markets and events including our very successful Saviours of the Lost Arts program supported by Brisbane City Council.

Our members have also been able to gain invaluable knowledge from our BrisStyle Creative Development Sessions and our intensive Master Classes 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 'BrisStylers' page on our website which features each member in a personal profile with up to 4 images of their choice and all their contact details for their online presence.

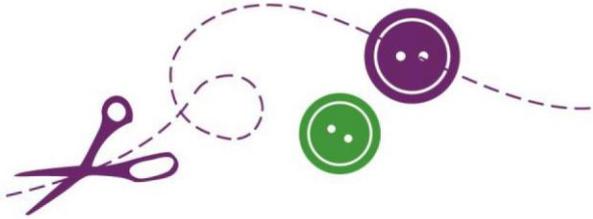
As always it's wonderful to watch members go from strength to strength. Seeing people attend the Creative Development Sessions and then go on to become members is just as rewarding as watching longer-term members grow and evolve to reach new heights in their creative businesses. We look forward to providing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



*Clare Collyer - Zillpa*

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## **Program Report** **Helen Berthold**

### **Leaders of the Handmade Scene**

BrisStyle continued to maximise the potential creativity of each participant in the 2012/13 period through a vibrant program of engaging markets and events. These events achieved plaudits in the local Brisbane handmade scene and amongst state and national crafters more widely; a reputation that is seeing BrisStyle being recognised as leaders in creative development for crafters worldwide.



To bolster our brand as Brisbane's leader in the handmade sector, the "what can be sold" criteria for the BrisStyle Markets was fine tuned to contain new genres including digital media as well as define and minimise several forms of component assembly. This meant that the markets would remain true to their vision of being Brisbane's only handmade art and craft market where the products are designed and created locally by the maker.

### **A Holistic Approach to Creative Development**

This year the overall programming took on a more holistic focus as a distinct synergy between the Brisbane City Council supported I ♥ Craft program and BrisStyle Markets became evident. Although the number of hobbyists attending the sessions remained the same, there was an 11% increase in the number of emerging crafters and an 8% increase in the number of professional crafters attending the I ♥ Craft program.

This translated directly to the Council supported BrisStyle indie Twilight Marketeers, where 72% of the overall marketeers were I ♥ Craft program attendees, a 16 % increase in the previous year. In particular, the Co-op (incubator) section nurtured 60% of these attendees.

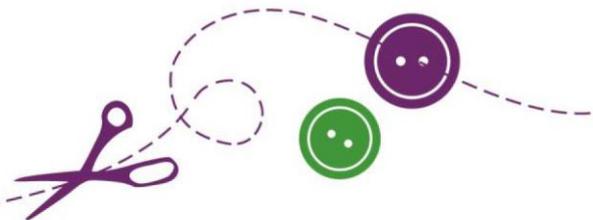
### **Three Levels of Support**

Through member, committee and attendee surveys as well as key statistics from the I ♥ Craft program, it was evident that a premium market was needed to cater for those who had taken their creative businesses to the next level; many of these professional crafters having established an esteemed reputation within the handmade scene nationally and internationally, producing some of the most exciting and successful handmade products in Australia.

Hence, the selective and curated BrisStyle indie Markets at the newly refurbished City Hall were born. These indoor daytime markets are programmed on a monthly basis to give each participant the greatest opportunity to strengthen their economic growth and development; further contributing to Brisbane's small business economy.

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To support this, a Master Class suite was also added to the I ♥ Craft program, giving emerging and professional crafters the opportunity to further develop their creative businesses in a four hour intensive series of sessions. Unlike the Council funded Creative Development Sessions, these were self-funded by participant fees.

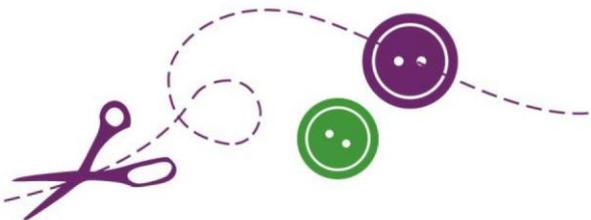
Continuing support at a more basic level for hobbyists and novice crafters was still a priority and the Brisbane and State Library funded Stitcher's Library Project of mini sessions, provided the opportunity to travel to various Library destinations throughout the Brisbane City Council area to reach these creatives.

As well as continuing to support the I ♥ Craft program, the Brisbane City Council identified opportunities where similar programs could benefit the greater Brisbane community. This came in the form of the Saviours of the Lost Arts (SotLA) project, which focused on taking BrisStyle's special brand of community engagement to the suburbs to enliven creativity.

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.

The 2012/13 period has been BrisStyle's biggest year event-wise, supporting our creative community, creating opportunities, promoting handmade, activating creativity and strengthening our local community. Following is a snapshot of each event and a thank you to all our event supporters.

2012/2013 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 Project:: Mini Creative Development Sessions	Various	X	X		Project based
Creative Development Sessions	Various	X	X	X	10
Master Classes	Various		X	X	10
<b>BrisStyle Markets</b>					
BrisStyle indie Twilight Market (including 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 indie Eco Market (including co-op)	St Augustine's Hamilton	X	X	X	1
BrisStyle indie Market - Hamilton (including co-op)	St Augustine's Hamilton	X	X	X	2
Racecourse Road Community Christmas	St Augustine's Hamilton	X	X	X	1
Saviours of the Lost Arts	Various	X	X	X	Project based



### Creative Development Sessions

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

The Creative Development Sessions once again garnered strong results notwithstanding the introduction of the online video highlights, which gave participants a choice to attend the sessions in person or watch them online.

There was only a marginal decrease in attendance of 4% due to this factor but a welcomed 6% drop in cancellations, which meant that their administration was more easily managed.

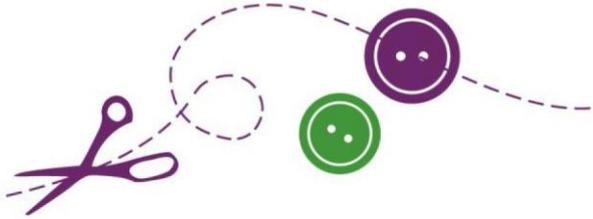
Holding the sessions at Chermside Library in the first half of 2013, saw an increase in participants from Bracken Ridge, Deagon, Marchant, McDowell, Enoggera, Central, Dobby and The Gabba; with 10% of the participants travelling from North of the Brisbane City Council area.

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

DATE:	Topic:	Presenter:	Venue:
<b>Saturday</b>			
<b>2012</b>			
July 23	Intellectual Property	Cameron Gascoyne	Kenmore Library
Aug 13	Selling Online	BrisStyle - Cameos	Kenmore Library
Sept 10	Photographing Your Creations	Melanie Augustin	Kenmore Library
Oct 22	Social Networking	Jess Van Den	Kenmore Library
Nov 5	Markets 101	BrisStyle - Cameos	St Augustine's, Hamilton
<b>2013</b>			
Feb 16	START ME UP – Online Selling Made Easy	Samantha Gilkes	Chermside Library
Mar 16	GET THE LOOK – Tops Tips to Stylish Images	Melanie Augustin	Chermside Library
Apr 20	THE CRAFT OF PRICING – Product Pricing Demystified	Liana Kabel	Chermside Library
May 18	SOCIAL MEDIA UNEARTHED Top tips from Jess Van Den	Jess Van Den	Kenmore Library
June 15	GET NOTICED – Marketing Your Signature Style	Liana Kabel	Kenmore Library

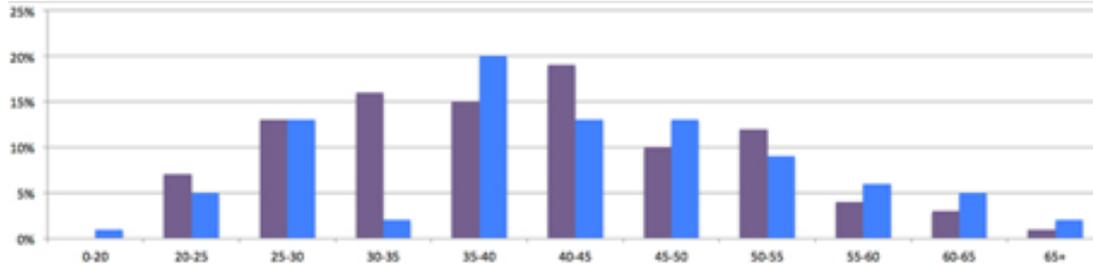
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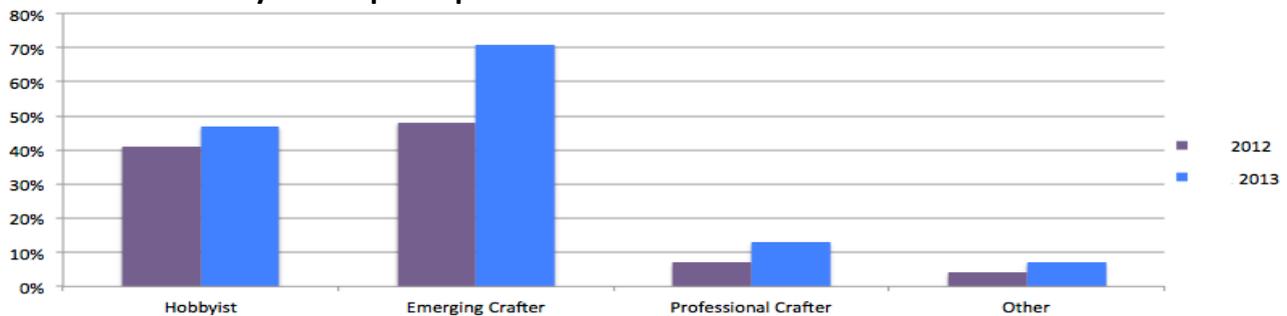


## Facts and Figures

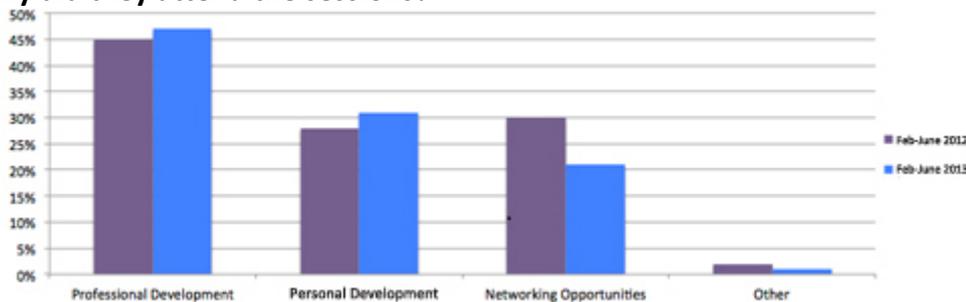
### How old are the participants?



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



### Why did they attend the sessions?



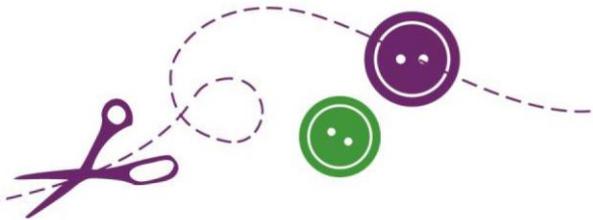
### Top 5 things participants love

1. That council is supporting local crafters through these free sessions – making them accessible for all.
2. Hearing from successful local creative professionals - real life, inspirational / anecdotal experiences.
3. Networking – having more time at morning tea and sessions end to get to know each other.
4. Supportive environment – presenters and BrisStyle staff give after session support and follow up.
5. Accessible locations – easy to access locations

*“Good simple, practical information. Hearing from real life crafters is great for confidence building.”*

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## 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 from the day. To date we have had over 70 non members register online to be able to view the sessions.

<http://www.brisstyle.com.au/video-sessions/>



## Master Classes

We listened to the feedback from our participants who told us they would like to explore some of the key topics Creative Development Sessions in more depth, and so we designed a companion program of intensive Master Classes.

These sessions were designed to appeal to an intergenerational audience of Emerging and Professional Crafters who can attend all sessions to gain a through perspective of the big picture or pick and choose sessions that are appropriate to where they are on their own creative journey.

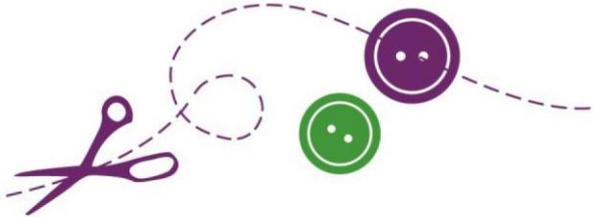
Although companion courses to the current Council funded free of charge I ♥ Craft sessions, these Master Classes were funded by a charge of \$80 per participant, per session. They have a smaller audience to give participants the opportunity to be up close and personal with the presenter(s) so as to get the most out of each topic. Each topic has been carefully considered to ensure that participants gain a thorough and in-depth knowledge base to help them not only to start an online business but to make it a successful one as well.

Each participant was encouraged to bring along their own laptop, iPad, camera, products, business cards etc. so that they could Implement instant results depending on the topic covered.

<b>DATE:</b> <b>Thursday</b>	<b>Mater Class TOPIC:</b>	<b>Presenter:</b>	<b>Library Venue:</b>
Feb 28	ONLINE SELLING: up close and personal	Samantha Gilkes	Chermside
Mar28	IMAGE ARTISTRY: product styling and photography	Melanie Augustin & Sandrine Marsh	Chermside
May 2	SOCIAL MEDIA: promoting your online business	Jess Van Den	Chermside
May 30	BUILD A WEBSITE & BLOG: hints, tips & getting started	Jess Van Den	Chermside
Jun 27	GET RETAIL READY: pricing packaging and more	Kylie Johnson & Liana Kabel	Chermside
JULY 21	MAP & HATCH: Business Planning	Trish Goodfield	Chermside

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## Mini Development Sessions – Stitcher’s Library – Digital Literacy Program

Presented by BrisStyle Inc. and supported by the Brisbane Library Services and the State Library Qld

Date:	Topic:	Presenter:	Library Venue:
Sat Oct 6	Taking Your Hobby to the Next Level [Part 1]	Belinda Harris & Helen Berthold	Brisbane Square
Sat Nov 3	Taking Your Hobby to the Next Level [Part 2]	Belinda Harris & Helen Berthold	Brisbane Square
Sat Dec 1	Taking Your Hobby to the Next Level [Part 3]	Belinda Harris & Helen Berthold	Brisbane Square
Sat 2 Feb	Map and Hatch Business Planning for Crafters	Sally Wright	Toowong
Sat 9 Feb	Map and Hatch Business Planning for Crafters	Sally Wright	Holland Park
Sat 2 Mar	Map and Hatch Business Planning for Crafters	Sally Wright	The Grange
Sat 9 Mar	Map and Hatch Business Planning for Crafters	Sally Wright	Coopers Plains
Fri May 3	How to Teach Craft ‘	Trish Goodfield	Brisbane Square
Fri May 10	Thinking about Selling On Etsy?	Samantha Gilkes	Brisbane Square
Fri May 24	Using Social Media to Market Your Craft 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.

Having won the tender, we wrote and developed an initial three part program offering skill development for selling online and setting up a creative home-based business. We included a networking component to provide resources and support needed to help the participants stay connected.

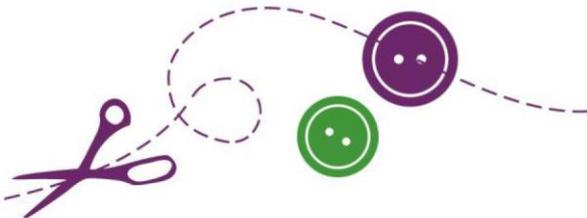
Due to the popularity of the initial sessions, the project was extended to include more pointed topics including Business Planning, Social Media and Online Selling basics as well as a unit on How to Teach Craft. In essence, these sessions were mini bites of all the Creative Development Session essentials;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

Some of our most successful emerging crafters this year were participants in this particular project and have gone on to star in the BiTM and on to national trade shows, making a fulltime living from their craft.

*"BrisStyle has been an integral part of my business from the start. Without BrisStyle I would not be where I am today, they have given me the knowledge and confidence to grow my business. Within the last 8 months I have graduated from attending the BrisStyle I ♥ Craft Program, and having my own BrisStyle indie Twilight Market stall, to travelling interstate to attend one of the biggest craft fairs in Australia. I feel so lucky to live in Brisbane and have such a wonderful community of creative people around me. BrisStyle is one of a kind."*

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**BrisStyle indie Twilight Markets (BiTM)** - Presented by BrisStyle Inc. and supported by Brisbane City Council  
 WHERE King George Square, Brisbane City

TIME 5pm-9pm (4-9pm Christmas)

2012	2013
Friday August 24	Friday February 22
Friday October 26	Friday April 26
Friday December 14	Friday May 25*

\*Rescheduled to July 26, 2013 due to a private booking for the square taking priority.

With the continued support of the Brisbane City Council, the BiTM activation of King George Square went from strength to strength in the 2012-2013 period culminating with the successful 2012 December Christmas event as well as hosting the launch of the 2013 Saviours of the Lost Arts Program in April.

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.

### 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.

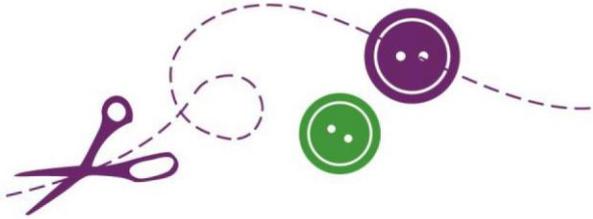
The Co-op provides marketeers with: an undercover shared trestle table space, table and chair with up to 24 other Co-op participants. *Please Note: The Co-op was also a part of the BrisStyle indie Designers Markets, indie Eco Market and Hamilton Suburban Networking Marketplace in the 2012-2013 event period.*

	+/-
3x3m Sites	+15%
Co-op Sites { I ♥ Craft incubator }	+37%
Shared Sites	+125%
Individual Marketeers	+26%
# of I ♥ Craft participants	+16%

*"My first BrisStyle Co-op at the BrisStyle indie Twilight Market went smoothly with the kindness and helpful hints from my neighbouring market stallholders. After a few more co-ops, I soon had the confidence to have my own market stall"*

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## 2011/12 -2012/13 comparisons

- 3x3m sites have remained consistently strong showing the continued popularity for the Twilight market over all.
- The Co-op saw a 37% growth due to the flow on from the I ♥ Craft Program attendees.
- There has been an amazing 125% increase in the number of shared sites as Co-op attendees build relationships with other marketeers to share their market space.
- This has seen a 26% increase in marketeers overall and a 16% increase in the number of I ♥ Craft participants taking part.

## The BrisStyle indie Twilight Christmas Market phenomenon

Since the Twilight Market's inception, BrisStyle has worked with both Creative Communities and Brisbane Marketing to produce a community Christmas event incorporating market stalls and festive entertainment throughout King George Square.



In 2012 we strengthened our relationship with Brisbane Marketing by working together to incorporate the Myer Christmas Pantomime and Parade along with the markets in King George Square.

Drawing a crowd of over 25,000 we look forward to once again working with Creative Communities and Brisbane Marketing to produce another quality community Christmas event in the future.

## Community Engagement

Carrying on from the success of the BrisStyle Craft Caravan workshops, the Etsy Craft Party was hosted as part of the BiTM in August 2012. The "Wish You Were Here" theme focusing on making your own postcards attracted a dedicated local audience as well as a large tourist contingent.

Due to its popularity a larger workshop component and craft demonstration element was built into the April 26 BiTM/SotLA launch with further success and plans for more interactive elements for future events.



## The BrisStyle indie Eco Market (BiECO)

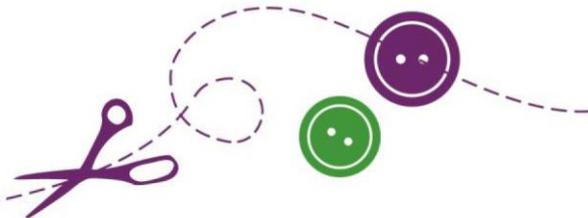
St Augustine's Hamilton - Saturday November 14

Supported by local eco fashion Magazine Peppermint and local not for profit organization Reverse Garbage the 2012 BiECO Market saw a green fest for lovers of eco handmade with a spotlight on eco handmade. Every handmade item once again met the strict eco-criteria with vintage, de-stashed and second items adding an emphasis on the 3 R's of re-use, reduce and recycle.

At-stall-demonstrations and member driven workshops showcased the sustainable practices of the marketeers and a select number of external stallholders were invited to add colour to the eco mix. Marketeers we're encouraged to promote their wares under a new button system to help market goers learn the eco nature of their products: Local Handmade, Organic, Vintage, Vegan and or Eco Friendly.

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Although hampered by rain, this event remained a solid favourite in the end of year surveys. In February 2012 a partnership was forged with the Queensland Museum to co-produce an Eco event with a twist. The BrisStyle Eco Bazaar planning has been 6months in the making for a BrisStyle Eco Bazaar programmed for Sept 2013.

### The BrisStyle indie Designers Market - St Augustine's Hamilton



2012	2013
Saturday July 14	Saturday June 22
Saturday December 8	

Although the July 2012 BiDM was affected by the weather in the morning, the crowds still came out in force to support the event. Our traditional December Christmas market was once again over-subscribed and die-hard fans came out donning wellies and umbrellas to support the event and take home the year's biggest variety of handmade wares.

With the "What Can Be Sold" criteria being refined the committee decided to drop the "Designer" in this event's name. It was decided that the "indie" be retained to reflect the independent nature of the event as well as the marketeers' small business status.

The end of year events survey indicated that stallholders were keen to move into a fully indoor venue and take part in a premium model market with the Hamilton venue reserved for special event markets only. This was realized with the SotLA "Eastern" Suburban Networking Marketplace showcasing craft guilds, groups and workshops being held in Hamilton. (see more details below)



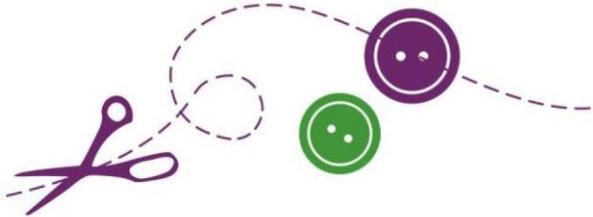
### The BrisStyle indie Market - City Hall - Brisbane City Hall, Brisbane City (BiM) 2013 : May 11 & June 8 9am - 2pm

The end of year market surveys have since their inception in 2009 indicated a strong desire for an indoor boutique-style inner city venue. Further to this, a new market to support emerging and professional crafters, showcasing their high-end craft was also a top priority. Since then we have been searching for such a venue and the newly refurbished Brisbane City Hall provided this, not only for its central location but also its close proximity and synergy to the BiTM.

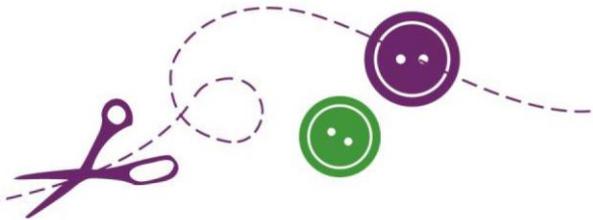
Brisbane City Hall opened in April 2013 with the first BiM being programmed on a monthly basis from May. This curated event gave members something to strive for and also gave them a place to showcase their handmade wares to retail outlets and wholesalers in a mini shop setting; therefore giving them an opportunity to further grow their businesses. These markets are fast becoming an inner city mecca for locally handmade art and craft in Brisbane and we are proud to watch the members shine in this setting.

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Date	Type	Description	Location
<b>APRIL</b>			
FRI 12	SPECIAL EVENT	Destash and Dash – Pop Up sale	St Augustine’s, Hamilton
FRI 26	LAUNCH / MARKET	Saviours of the Lost Arts Launch at the BrisStyle indie Twilight Market	King George Square
FRI 26	HANDS ON WORKSHOP	MOTHERS DAY PAPERCRAFT – Monica Bardini / Samantha Gilkes	King George Square Deck
SUN 21	HANDS ON WORKSHOP	CROCHET GRANNY SQUARES - Brisbane Brown Owls	Brisbane Square Library
SAT 27	HANDS ON WORKSHOP	RAG RUGS - Brisbane Brown Owls	Carindale Library
<b>MAY</b>			
WED 8	HANDS ON WORKSHOP	RUBBER STAMP MAKING - Brisbane Brown Owls	Grange Library
TUES 14	HANDS ON WORKSHOP	70’s STYLE ECO MACRAMÉ – Tracey Hopper	Side Street Vintage
THU 16	HANDS ON WORKSHOP	RECYCLED T-SHIRT CRAFT - Brisbane Brown Owls	Indooroopilly Library
SUN 19	HANDS ON WORKSHOP	FABRIC BROOCHES - Brisbane Brown Owls	Brisbane Square Library
TUES 21	HANDS ON WORKSHOP	METAL CROCHET FOR BEGINNERS - Jess Van Den	Acacia Ridge Hall
SAT 25	MARKETPLACE	SUBURBAN NETWORKING MARKETPLACE - SOUTH	New Inala Hall
SAT 25	HANDS ON WORKSHOP	CROCHET EDGES ON CARDBOARD AND FABRIC - Brisbane Brown Owls	Ashgrove Library
MON 27	HANDS ON WORKSHOP	LEATHERWORK FOR BEGINNERS - Anita Gosden	Mt Gravatt Hall
<b>JUNE</b>			
SAT 1	MARKETPLACE	SUBURBAN NETWORKING MARKETPLACE - WEST	Upper Kedron Hall
FRI 7	HANDS ON WORKSHOP	INTRODUCTION TO MIXED MEDIA – Chrissy Foreman Cranitch	Wynnum Hall
TUE 18	HANDS ON WORKSHOP	OLD SCHOOL EMBROIDERY SAMPLERS - Julie Hillier	Sand gate Library



TUE 11	HANDS ON WORKSHOP	EVERYDAY ORIGAMI - Gill Pyke	Carindale Library
SUN 9	HANDS ON WORKSHOP	KNITTING FOR CHARITY	Indooroopilly Library
SUN 16	HANDS ON WORKSHOP	BASKET WEAVING - Brisbane Brown Owls	Brisbane Square Library
SAT 22	MARKETPLACE	SUBURBAN NETWORKING MARKETPLACE - EAST	St Augustine's, Hamilton
TUE 25	HANDS ON WORKSHOP	AMIGURMI TOYS -Jess Thompson	Coopers Plains Library
SAT 29	MARKETPLACE	SUBURBAN NETWORKING MARKETPLACE - NORTH	Northgate Hall

**Notes:** The SoTLA events also included all the BrisStyle Markets and I heart Craft events during this period.

In November 2012 the Brisbane City Council put out a tender for an Art Bites project and we tailored our submission to a revival of the Saviours of the Lost Arts Program. It was truly time for Brisbane crafters to “bust out their Berninas and pull out the 8ply”, to have their creative passions reignited. Our aim was to nurture social networks, impart creative development skills and of course, foster the sharing of age-old craft traditions and their newest indie interpretations throughout Brisbane City Council area.

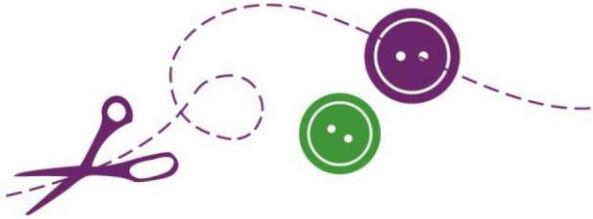
We launched the program in April 2013 at the BrisStyle indie Twilight Market with Councilor Vicki Howard opening the event on behalf of the Lord Mayor Graham Quirk. This program of community engagement ran through to the end of June and featured a series of: Hands on Workshops, Suburban Networking Marketplaces, Craft Group Discovery Days and indie Markets, all featuring representatives from local crafting guilds and groups.

Hobbyists, emerging crafters and professional artisans were all given the opportunity to share their arts and crafts and inspire their neighbourhood communities to continue their traditions. Even if they had never crafted before, this generated an opportunity to embrace their creative side.

*“I really loved the sense of community engagement, meeting new people and being overwhelmed by the number of people who have a real heart for handmade.”*

*“The workshops have inspired me and my crafty pursuits. I met the loveliest people and certainly felt a great sense of community”*

The 2013 SoTLA program of collaborative engagement highlighted the role crafts play in Brisbane’s cultural and economic development. It further established BrisStyle’s reputation as leaders in creating inventive and heartfelt inspiring craft experiences.



*“Seeing craft in ‘live’ action I thought seriously for the first time about turning my playthings into something I can make a small business out of. It also gave me a sense of likeness to others, that I am not the only one sitting and making things; many who appreciate the effort and love what goes into any art and craft project. The SoTLA experience was definitely an inspiration.”*

Many thanks to the participating Brisbane craft guilds and groups, Rebecca Cason of the Brisbane Brown Owls, the workshop facilitators all the attendees and the Council departments including Creative Communities, Brisbane Halls and Library Services. Special thanks also to all the BrisStyle volunteers, without whom these events could not take place.

*“I look forward to SoTLA whenever is on and can’t thank BrisStyle enough for the opportunity to learn new skills and connect with other crafty people”*

### **External / Community Events**

#### **Etsy Craft Parties – BiTM Friday August 29 2012, BiM :: Hamilton – Saturday April 26 2013**

Being Brisbane’s premier Etsy Team we have now hosted the Brisbane Etsy Craft Party for the 2<sup>nd</sup> year running. Taking place as an interactive centrepiece to our regular programmed events these make and take workshops continue to draw a mixed crowd of dedicated local Etsy sellers and buyers alike.

#### **LGAQ Showcase – November 21 – The Deck - King George Square, Brisbane City**

We were invited as part of the Creative Communities team’s key programmers to reprise the Craft Caravan Workshops at the Annual Local Government Association of Queensland conference. This gave us the opportunity to showcase all of our Council supported programs alongside the full scope of our membership benefits.

#### **Racecourse Road Community Christmas – Friday November 23, St Augustine’s Hamilton**

Once again we supported the Hamilton Ward community at large with a bespoke market as part of the Racecourse Rd Community Christmas. This year we saw 40 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.

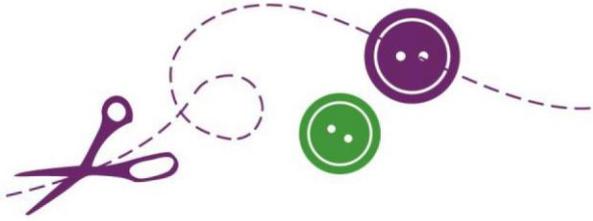
Members’ feedback tells us that access to this wide scope of events has been invaluable in promoting and growing their businesses and hobbies.

### **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;

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All the overall event supporters: The Creative Communities Team, Brisbane Library Services and the State Library of Queensland, Brisbane City Council's Town Hall crew, Epicure, All the staff at Chermside, Brisbane Square, Kenmore, Coopers Plains, The Grange and Carindale Libraries, St Augustine's Church, the Racecourse Rd Business Group and the Brisbane City Council halls team. Wayne Dring our 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 Films, Thinktank Communications and 612 ABC Brisbane, {KID} Independent.

Workshop / Session facilitators: Rebecca Cason and Wayne Dring from the Brisbane Brown Owls, Julie Hillier, Tracey Hopper, Liz Deluca, Chrissy Foreman Cranitch, Gill Pyke, Anita Gosden, Jess Van Den, Trish Goodfield, Sally Wright, Sam Gilkes, Sandrine Marsh, Melanie Gray Augustin, Liana Kabel, Kylie Johnson, Heidi Adnum, Bulimba Post Office team, Louise Stewart, Cameron Gascoyne, Benita McGovern and Alycia Woods; Brooke and Rozina from Reverse Garbage.

Brisbane Craft Guilds and Groups: Tricia Smout, The Queensland Spinners, Weavers and Fibre Artists, Art in bark assoc. The Tapestry Guild Inc. Sisters of Stitch Chermside, Australian Lace Guild Queensland Division, The Embroiderers Guild, Australian Sewing Guild Inc. Queensland Bookbinders' Guild, Brisbane Institute of Art, Women's Creative Centre, Threads and More, Smocking Guild of Queensland, ATASDA, Brisbane Northside Knitting and Crochet Group, North Brisbane Modern Quilting Guild, Australian Sewing Guild - Sew Much More @ The Gap, The Queensland Enamellers Guild, Vintage Soul Ladies Art and Craft Group, Visible Ink, Yarn Over, Queensland Egg Decorators Club Inc.

The BrisStyle Crew: Jon Sutton, Dyani Evans, Belinda Harris, Rebecca Cason and all the year's market volunteers. Last but not least, the positive and inspirational energy of the BrisStyle Committee including past Presidents Rebecca Cason, Shelley Wilkinson and current President Kath Chown, Membership / Online Listings Co-ordinator Sam Gilkes, Graphic Designer Gill Pyke, Event Photographer Sandrine Marsh, Admin Assistant Bronwen Jones, Marketing consultant Sarah Rossiter and of course our wonderful Operations Co-ordinator Bel for her passionate administration and contribution of every event.

*"Thank you so much BrisStyle for your friendship, dedication and hard work. One of the quotes on my pots is: "sticks in a bundle are unbreakable". It is true that as a team, we are stronger. Thank you for helping me with my dream...to share the love of handmade."*

- Freda Bosgra Raw Ceramics



## **Treasurer's Report** **Alycia Woods**

During the 2012-13 financial year Alycia Woods took over the role of Treasurer from Benita McGovern. The year was again a period of financial growth for BrisStyle.



I would like to thank Belinda Harris, the committee, volunteers and members of BrisStyle for all their input to all the financial and operating matters of BrisStyle during the past year.

The increased activity for BrisStyle during the year and the ability to generate a surplus for our future reflects the continued commitment of a core team of members. The ability of BrisStyle to deliver the quality and standard of services for members could also not continue without unpaid volunteers. BrisStyle Inc. recognised an operating surplus of \$7,977 and member equity of \$26,401 in 2012-13. During 2013-14, the Management Committee will further develop payment arrangements for both staff and volunteers to ensure that BrisStyle can continue to deliver services to members.

During 2012-13, income was mostly derived from marketing events, followed by grants from the Brisbane City Council and membership fees. The overall income from 2012-13 was \$130,711, an increase of \$39,663 on the previous financial year. This increase again reflects the increased support from Brisbane City Council to undertake programs particularly with Information Sessions provided to small business, to assist in increased memberships and also in the participation with BrisStyle markets and events.

The Balance Sheet sets out the assets and liabilities of BrisStyle and defines the collective value of BrisStyle generated for its members.

BrisStyle had the capacity to retain a surplus for future year activities. The 2012-13 of \$7,976.73 is higher than the previous year of \$6,619.91. As with the previous financial year, BrisStyle has recognised \$18,541 in unearned revenue. These are payments related to the July 2013 Market Income and membership payments for the 2013-14.

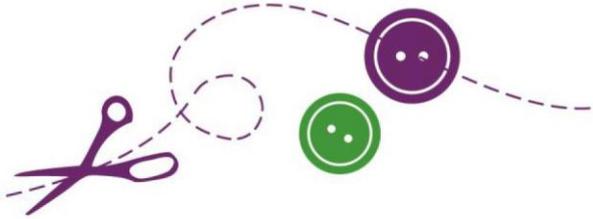
From 1 July 2013, BrisStyle has had to register for GST as BrisStyle has exceeded the \$150,000 GST threshold for Not for Profit Organisations.

### **Financial Governance**

This financial year we continued with the development and endorsement of a BrisStyle Inc. policy framework which also includes systems to manage the funds of BrisStyle Inc. under the supervision of the Management Committee.

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BrisStyle Inc. has a strong system of procedures regarding the management of money and has adopted a risk management framework that ensures potential liabilities and risks are understood and well controlled. BrisStyle Inc. has Market Organisers, Group Stallholders and workcover insurances. The insurances held by the association are reviewed annually.

With oversight from the BrisStyle Inc. Management Committee, BrisStyle Inc. continues to maintain a flexible cost structure to ensure that costs are balanced with the revenue earned by the association.

More details on the financial performance and position of BrisStyle Inc. are set out in the Financial Statements enclosed in this Audited Annual Report.

If anyone would like to pursue the accounts for the financial year ended 30 June 2013, please feel free to contact me.

Regards,

Alycia Woods  
*Treasurer of BrisStyle Inc.*

**INDEPENDENT AUDIT REPORT**  
*To the Members*  
*BrisStyle Inc.*

---

**Scope**

We have audited the financial report of the BrisStyle Inc. for the year ended 30 June 2013, 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**

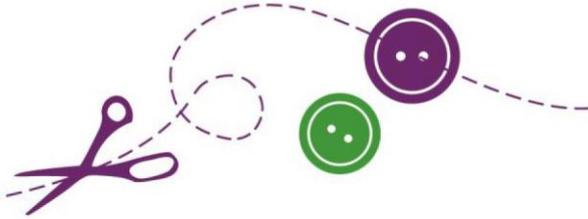
In our opinion, the financial report of BrisStyle Inc. is properly drawn up:

- (a) so as to give a true and fair view of the financial position of BrisStyle Inc. as at 30 June 2013 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 2013, 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 2013



BRISSTYLE INC.

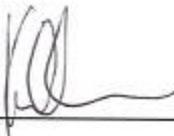
STATEMENT BY THE BOARD OF MANAGEMENT

AS AT 30 JUNE 2013

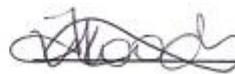
In the opinion of the members of the Board of Management:

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 2013.  
(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 2013.
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 2013, 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.



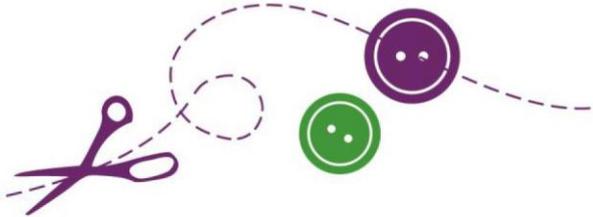
Chairperson



Treasurer

Dated: \_\_\_\_\_

21/09/13



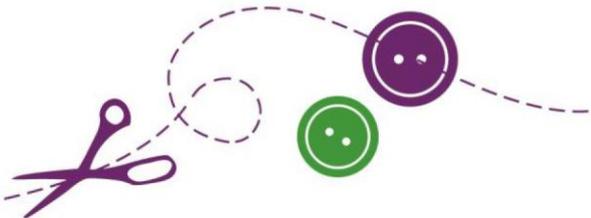
## Profit & Loss

July 2012 through June 2013

	2013	2012
<b>Income</b>		
Membership Payments	\$23,183.25	\$12,920.26
Advertising	\$2,307.85	\$2,953.45
Bank Interest	\$1,251.30	\$511.38
BrisStyle Website	\$0.00	\$30.00
BiM Income	\$27,581.00	\$7,468.00
BiTM Income	\$29,070.00	\$28,557.50
BiMC Income	\$0.00	\$1,750.00
BiECO Income	\$3,917.00	\$3,216.00
SOTLA	\$15,000.00	\$0.00
Other Events	\$4,345.00	\$26,705.00
Equipment Hire Fees	\$491.78	\$200.00
ETSY Sales	\$32.05	\$21.18
BrisStyle Information Sessions	\$20,000.00	\$6,715.00
CDS Masterclasses income	\$3,531.83	\$0.00
<b>Total Income</b>	<b>\$130,711.06</b>	<b>\$91,047.77</b>
<b>Expenses</b>		
Printing and Promotional Costs	\$1,659.03	\$0.00
Catering Costs	\$251.74	\$0.00
Contractor Costs	\$88,189.80	\$0.00
Equipment and Marketing Costs	\$80.00	\$0.00
Volunteer Costs	\$234.15	\$0.00
Bank Fees	\$126.30	\$129.00
Insurance Fees	\$3,288.00	\$3,496.57
Advertising Costs	\$4,238.18	\$5,268.50
Website Costs	\$271.33	\$854.87
Membership Expenses	\$782.04	\$16,558.10
Office Supplies	\$491.08	\$382.83
ETSY Costs	\$0.00	\$1.88
Computer Equipment	\$751.90	\$0.00
Postage & Shipping	\$14.60	\$20.70
BiM Costs	\$8,888.38	\$6,874.38
BiTM Costs	\$1,617.37	\$18,092.06
BiMC Costs	\$0.00	\$1,842.77
BiECO Costs	\$754.93	\$3,715.97
Other Events Costs	\$4,724.07	\$21,319.44
BrisStyle Information Sessions	\$5,136.53	\$5,870.79
CDS Masterclasses Expenses	\$1,234.90	\$0.00
<b>Total Expenses</b>	<b>\$122,734.33</b>	<b>\$84,427.86</b>
<b>Net Profit / (Loss)</b>	<b>\$7,976.73</b>	<b>\$6,619.91</b>

[www.BrisStyle.com.au](http://www.BrisStyle.com.au)

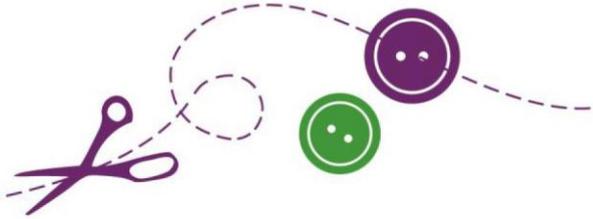
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## Balance Sheet

As at June 2013

	2013	2012
<b>Assets</b>		
<b>Current Assets</b>		
Main Community Savings Account	\$3,629.76	\$23,546.54
ING Account	\$40,897.68	\$0.00
PayPal Acct	\$209.91	\$0.00
Petty Cash/Float	\$100.00	\$100.00
Trade Debtors	\$104.00	\$1,977.50
<b>Total Current Assets</b>	<b>\$44,941.35</b>	<b>\$25,624.04</b>
<b>Total Assets</b>	<b>\$44,941.35</b>	<b>\$25,624.04</b>
<b>Liabilities</b>		
Unearned Revenue	\$18,540.58	\$7,200.00
<b>Total Current Liabilities</b>	<b>\$18,540.58</b>	<b>\$7,200.00</b>
<b>Total Liabilities</b>	<b>\$18,540.58</b>	<b>\$7,200.00</b>
<b>Net Assets</b>	<b>\$26,400.77</b>	<b>\$18,424.04</b>
<b>Represented By:-</b>		
Retained Earnings	\$18,424.04	\$11,804.13
Current Year Earnings	\$7,976.73	\$6,619.91
<b>Total Equity</b>	<b>\$26,400.77</b>	<b>\$18,424.04</b>



## Supporters

BrisStyle Inc. would like to say a big thank you to its 2012-2013 supporters!

### Major Partners



### Media Partner

*major media sponsor*



### With special thanks

{KID} independent, Sunday Mail and U Magazine, Brisbane Brown Owls, Nook, Bondville, incub8r, 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.

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