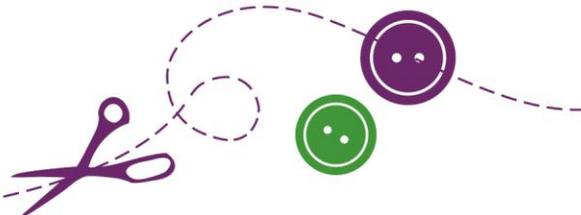


# BrisStyle Inc.

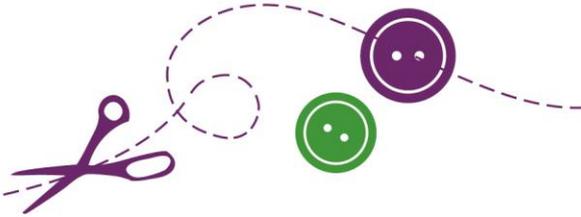
# Annual Report

# 2010-2011



## Contents

President's Report	3
Membership Report	5
Program Report	7
Media Report	13
Treasurer's Report	15
Financial Statements	16
Supporters	18



## President's Report

### Rebecca Cason

The 2010 – 2011 financial year witnessed a major shift in the growth and development of BrisStyle Inc. Our fabulous organisation which came from such humble beginnings of 12 Etsy sellers meeting up for coffee now boasts 180 members and is recognised as a major destination in South East Qld for advice, information and resources for the indie craft movement and more recently as a key player in the arts and cultural environment in Brisbane and beyond.



BrisStyle continued its renowned program of indie markets in Hamilton including the BrisStyle indie Designers Market and for the first time the BrisStyle indie Mother & Child Market and BrisStyle indie Eco Market targeted specifically at a niche demographic. Thanks to the support of Brisbane City Council and Etsy, we continued running the BrisStyle indie Twilight Markets which have proven to be hugely successful for members and for re-generating community atmosphere in King George Square.

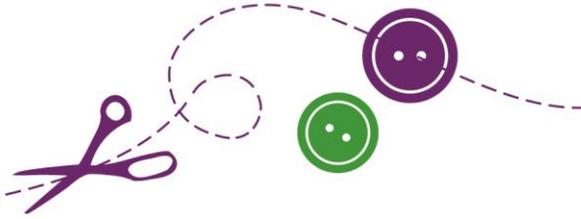
Demand increased dramatically over the year for our new program of information sessions offered to both members and non-members on a variety of indie craft business development topics. Information sessions will continue to play an important role in the BrisStyle program providing access to professional development for indie crafters beyond the online environment.

The committee is dedicated to developing strong partnerships with like-minded organisations. I would like to thank the Brisbane City Council for their continued support and for the ongoing advice and knowledge from the Creative Communities team which has proved invaluable.

Thanks also to Etsy, without which BrisStyle would not exist, for their support through the Etsy grants program and for providing promotional opportunities for our team. We are grateful for the advice and assistance received from Morgan Evans in particular over the past year.

BrisStyle's program supporters play a vital role in the delivery of markets and information sessions as well as promotional opportunities for members. I would like to thank Peppermint magazine, Jellynite Web Design, Julia Toich Graphic Design Services, Racecourse Road Precinct and {KID} independent for their ongoing support and assistance over the last year.

At the end of 2010 the BrisStyle committee identified the need for further development of the strategic direction of the organisation enabling stronger and more effective service for its members. We consulted the Australia Business Arts Foundation's Advicebank program and were introduced to Katrina North who would become my mentor in the development of BrisStyle's first business plan. The committee continues to work closely with Katrina to solidify our goals and objectives for the next financial year. I would like to thank Katrina for volunteering her time, and for sharing her valuable knowledge, skills and experience during this crucial time of organisational development.



BrisStyle has grown from strength to strength providing its members with a plethora of promotional opportunities through our website, social media, on Etsy.com, at markets and beyond; information and advice through the online forum and information sessions further strengthening our handmade community.

I would like to thank committee members Helen Berthold, Belinda Harris, Samantha Gilkes, Melinda Hume and Teneale Muir for their tireless work behind the scenes supporting and nurturing the local handmade community largely on a volunteer basis. I feel confident in the ability of the committee to lead the way in the future growth and development of handmade in the region.

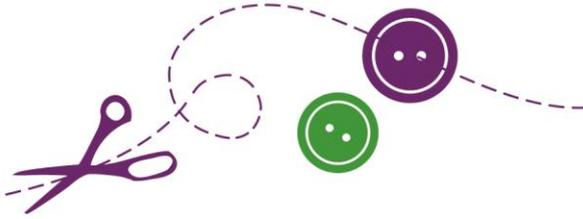
Thanks also to past committee members Amanda Francey, Robyn Dixon, Alison Chisholm and Rebecca Hollis for the energy and enthusiasm they contributed to BrisStyle over the years. It was an honour for the committee to award these four fabulous ladies with life membership to the organisation.

Most importantly I would like to thank the wonderful members of BrisStyle. You are the life-blood of the organisation and without you BrisStyle would not be the handmade force it is today. We welcome feedback from you all and we look forward to working closely with you over the next year in achieving your indie craft business goals.

Regards,



Rebecca Cason



## Membership Report Samantha Gilkes

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

In 2010-11, BrisStyle had approximately 180 financial members which was an increase of 35 from the previous year.



*"BrisStyle has inspired, challenged and encouraged me to move forward with my creativity and grow it into a business as well".*

*Sophie Straton-Ferrier, Strat Designs*

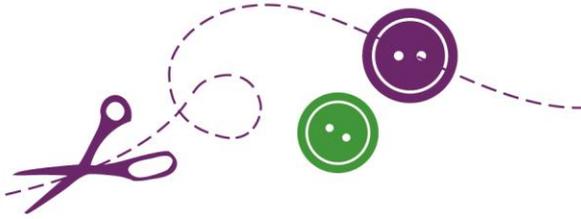
We had steady membership growth throughout the year.



During 2010/2011, BrisStyle members were able to participate in over 15 markets and events including our very successful BrisStyle indie Twilight Markets which have gone from strength to strength this year.

*"Joining BrisStyle has been instrumental in coaxing me out of my crafty hiding spot and encouraging me to meet like-minded people"*

*Cheryl Rabe, Afrikitten*



Our members have also been able to attend our new BrisStyle Information Sessions at no additional cost or at a reduced cost depending on the speaker.

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 and Etsy Teams Profile Page.

*"I love being part of a community that is very supportive and friendly, that also offers artists a way to grow and learn both creatively and in a business sense."*

*Jessica Barr, Good Boy Cracky*

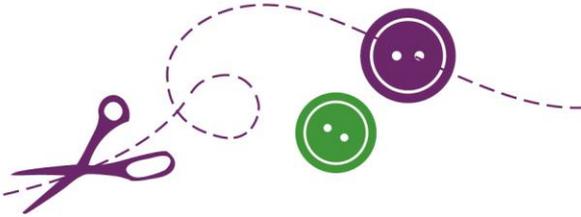
Our members show an amazing increase in their confidence and participation in events they wouldn't normally have access to and we are keen to continue the support and opportunities offered in the future.

*"I personally have grown so much this year thanks to the support of BrisStyle, you are organised, professional and amazingly positive and supportive."*

*Samantha Stitz, Hextasy*

In March 2010 we celebrated BrisStyle's 3<sup>rd</sup> birthday. Our members celebrated in style with delicious food, great company, lucky door prizes and a handmade gift swap. It was a fantastic night and a great reminder of how far BrisStyle has come in just three short years.





## Program Report Helen Berthold

### BrisStyle Indie Markets and Events – General Overview

BrisStyle continued its celebrated program of indie markets this year including the renowned BrisStyle indie Designers and Twilight Markets, the new BrisStyle indie Mother & Child Market as well as debuting another niche event, the decidedly green BrisStyle indie Eco Market. Each market has become a destination event due to the distinct points of difference to their commercial counterparts throughout the year:

- Run by a not for profit incorporated association
- Each Designers Market only allows locally created handmade wares made by members of BrisStyle Inc. (Eco allowed a selection of vintage wares to compliment)
- All participants are members of BrisStyle Inc
- All participants have online Etsy shops
- All participants contribute to the growth and development of each market.



In particular the programming schedule for 2010/ 2011 was a product of direct feedback from BrisStyle members by way of an annual focus session, evaluation survey and continued open lines of verbal and electronic communication where members were encouraged to share their experiences and offer direction to the future of each event.

*“It is so special to take part in a BrisStyle indie market and be able to say to visitors that every person present has hand-made their work themselves!”*

*Stephanie Morris, Wimcee*

### BrisStyle Indie Markets – St Augustine’s Hamilton

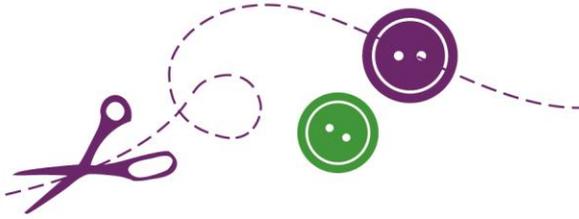
- Indie Designers Market – 4<sup>th</sup> September 2010
- Christmas Designers Market – 4<sup>th</sup> December 2010
- Mother and Child Market – 9<sup>th</sup> October 2010
- Indie Eco Market – 10<sup>th</sup> July & 6<sup>th</sup> November 2010

It is the charter for each BrisStyle indie Market to provide a supportive arena to showcase and promote our members’ handmade wares. After the success of the previous year and supported by positive results from the market evaluation survey and focus sessions, several new events and dates were added to the BrisStyle Indie Market Calendar (as above).

Along with these niche events came the foundation of market focused task teams where members shared their collective talents to see each part of the event realised. This in turn led to an ownership of each event and empowerment for members due to their collective input.

*“We always enjoy our time at BrisStyle Markets. The stallholders are always so wonderfully supportive that it is more like a fun night than hard work!!”*

*Amelia Apogremiotis, Nan’s Garden*



### **BrisStyle Indie Mother and Child Market (BiMC)**

This niche market was added to the calendar to support and promote the 69.6% of members whose wares fell into this category. As our charter is to support the local communities where each BrisStyle event is held, October was chosen to coincide with the Breast Cancer Awareness campaign that is held on Racecourse Road every year. In particular our market Charity was Chicks in Pink in line with the Racecourse Road Business Group's fundraising efforts.

These markets saw child based activities and craft demonstrations delivered directly from our members and although the event was affected by inclement weather there were overwhelming feedback from the members to host it again as part of the 2011/2012 calendar of events.

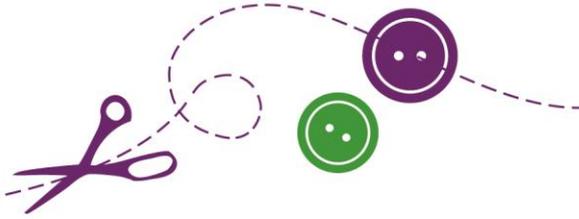


### **BrisStyle Indie Eco Market (BiECO)**

Sponsored by eco fashion Magazine Peppermint and supported by local not for profit organisation Reverse Garbage, the inaugural BiECO Market saw a green fest for lovers of eco handmade as well as a spotlight on our eco driven members.

Every handmade item for sale at this particular market needed to meet strict eco-criteria. Along with these handmade wares were, for the first time, a selection of vintage items from the collections of the BrisStyle members.

This also saw the foundation of an Indie Eco Workshop program, which showcased the sustainable practices of each participating member. Workshop participants were able to explore their creative sides and "make and take" Eco items as well as discover newfound skills.



### **BrisStyle Indie Designers Market (BiDM)**

An extra market was trialed in September in addition to the traditional December Christmas market - the latter whilst being over-subscribed was affected by the summer storm season. Despite this there was still a very large contingent of die-hard fans who came out donning wellies and umbrellas to support the event.

*"BrisStyle is an amazing group of talented people. The BrisStyle Indie markets are definitely my favourite markets in Brisbane and some of the best for sourcing unique, handmade creations. It is an absolute pleasure to be a part of this inspiring group."*

*Kellie Christie*

*"The BrisStyle markets are always well attended and I believe this is because they are well run, well advertised and offer a wide cross-section of talented designers and artists work, so they are always fresh and exciting."*

*Pauline McArthur – Funky Friend Factory*



### **BrisStyle Indie Twilight Markets (BiTM) - King George Square, Brisbane City**

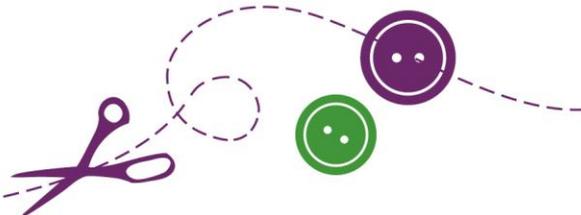
(July 30<sup>th</sup> / November 19<sup>th</sup> / December 17<sup>th</sup> / February 25<sup>th</sup> / April 29<sup>th</sup> / May 27<sup>th</sup>)

With the continued support of the Brisbane City Council's Creative Communities Team, the BiTM saw the sustained success of the participating members as well as the community activation of King George Square.

Presenting a unique home-grown experience like no other event of its kind in Australia, these Friday night markets created a distinct lantern lit celebration of local independent art, craft and design directly from our membership base. In particular the added support from Brisbane Marketing saw a December Christmas Market, which not only surrounded the enormous Christmas tree in King George Square but also spilled over into Adelaide St and activated Burnett Lane. The night saw street performers and an eclectic array of musical entertainment provided by Brisbane Marketing, Brisbane City Council and the event was fully subscribed with marketeers and crowds alike.

*"The BrisStyle Indie Twilight markets are an enjoyable way to spend your Friday night after a hard week of work and enjoy KGS come alive with sparkling lights, entertainment and handmade crafts."*

*Emma Lagoon from Noogal Creations / Miss Rockabilly*



### Market Charities

The tradition of supporting a member chosen charity at each Hamilton market continued this year with over \$1500 being raised. Funds were raised through our now famous BrisStyle raffle made up of handmade items generously donated by participating marketers.

Charities Supported included:

Knitting for Brisbane's Needy (July 10<sup>th</sup> BiECO)

The Australian Cervical Cancer Foundation (September 4<sup>th</sup> BiDM)

Chicks in Pink (October 9<sup>th</sup> BiMC)

Peninsula Animal Aid (November 6<sup>th</sup> BiECO)

Streetsmart Australia (December 4<sup>th</sup> BiDM)

The Lord Mayor's Community Trust (December 17<sup>th</sup> BiTM)

### External Events

As well as our regular markets we also supported the community at large with group participation in the following external events:

Red Hill Fair - August 2010

Inaugural Racecourse Rd Community Christmas - November 26<sup>th</sup> 2010

Saviours of the Lost Arts Festival (SoTLA) - June 1<sup>st</sup> 2011

Racecourse Rd Carnival - June 5<sup>th</sup> 2011

In particular, the Brisbane City Council run initiative Saviours of the Lost Arts Festival, which celebrates the local crafting community, saw the support of our members through workshop facilitation opportunities as well as participation in their large inner city craft fair hosted in King George Square.

### Other Initiatives

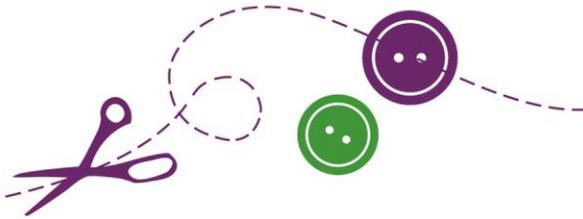
#### ***Handmade Ark - January 2011***

With heartfelt acknowledgment of those fellow Queenslanders who were affected by the January floods, the BrisStyle members banded together the week of the devastation to create the Handmade Ark Initiative. They knew that they couldn't stop the rain from falling but collectively they could certainly help to make a difference by donating much-needed funds to the Premier's Flood Relief Appeal by way of donating the proceeds from their handmade wares.

This fundraising initiative not only engaged the BrisStyle members but also the crafting community at large including much welcomed support from craft bloggers, Etsy Members and ETSY Teams the world over.

#### ***Mega Toy Drop - May 2011***

Hundreds of handmade toys with notes to "take me home" were anonymously tied to trees, lampposts or left in other prominent places throughout the immediate Brisbane region in May. This gift giving exercise was a way to give random recipients the buzz of receiving a "something for nothing" experience, as well as having the local creative community contribute to their local street-scapes and encourage people to notice and engage with their surroundings. It gave our members



purpose to their creative passions by lifting spirits throughout the communities where they secretly dropped their handmade toys. The emphasis was to think big and drop not only in urban areas but also those suburbs recently affected by natural disasters.

### 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 members 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 on to our members through the BrisStyle online forum as well as directly to their individual emails.

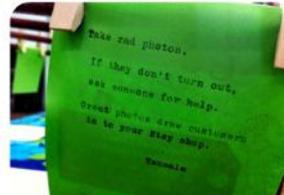
Members' feedback tells us that access to this wide scope of events has been invaluable in promoting and growing their businesses and hobbies.

*"BrisStyle has been very helpful to me in particular with regard to external invitations. Particularly art exhibitions. As a budding artist, I craft because I love it but I really desire to be more involved in displaying and selling my art work."*

*Anita Godsen – Mum's Cupboard*

### Facts and Figures

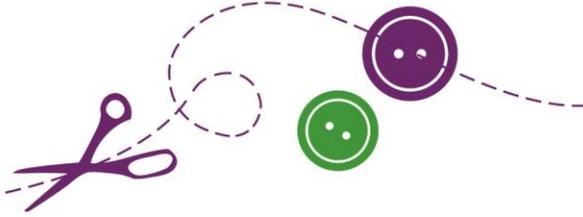
46% of the BrisStyle Membership chose to participate in the BIDM and BiTM  
33% chose to participate in the BiECO and BiMC



### BrisStyle Information Sessions (BIS)

2010/ 2011 saw the development of the BrisStyle Information sessions which aimed to provide information and resources for BrisStyle Members. Each session covered a range of creative development topics, which had been raised by the membership base as subjects of need. Although the sessions initially aimed to provide members with the opportunity to connect with each other, their popularity soon grew amongst their crafty friends who were in turn invited to attend at a nominal charge. Therefore the latter sessions became invaluable networking opportunities with other local creative entrepreneurs as well as novice hobbyists.

Participants came away from this series with new skills and knowledge to develop their creative businesses and through an online evaluation survey; more topics of interest were identified to take participants through to a sustainable business model in the future.



**2010/11 BrisStyle Information Session topics included:**

Photography with Melanie Gray Augustin  
How to Teach Craft with Trish Goodfield  
Social Media with Jess Van Den  
Intellectual Property with Cameron Gascoyne  
Markets 101 with Trish Goodfield and Sophie Stratton Ferrier

It has become apparent through the information sessions and workshops conducted by BrisStyle thus far and through the constant business related queries on the BrisStyle online forum that there is a high demand for creative business development support in Brisbane. Our aim is to become an accessible source of advice, information and skills development for the greater craft community in Brisbane.

In the future, we envision that the workshops will not only be available for the local community to attend in person but could also be archived online providing ongoing accessibility to invaluable business development resources.

**Facts and Figures**

46% of participants are aged between 30-40  
22% are aspiring artists and crafters  
36% are hobbyists  
13% are professional crafters/ artists  
90% sell on Etsy.com

*“You can take what you want from these sessions - from getting warm and fuzzy and just enjoying being with likeminded people over a cup of tea and the inspiration that brings and/or you can sit up front and listen to every word and think how can I put this into practice now/tomorrow/continually”*

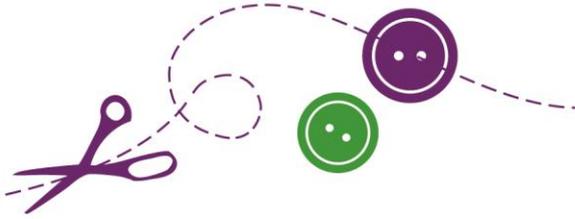
*BIS participant*

*“It has made me aware of a local and supportive group of artists who generously share their experience and enthusiasm”*

*BIS Participant*

**Acknowledgements**

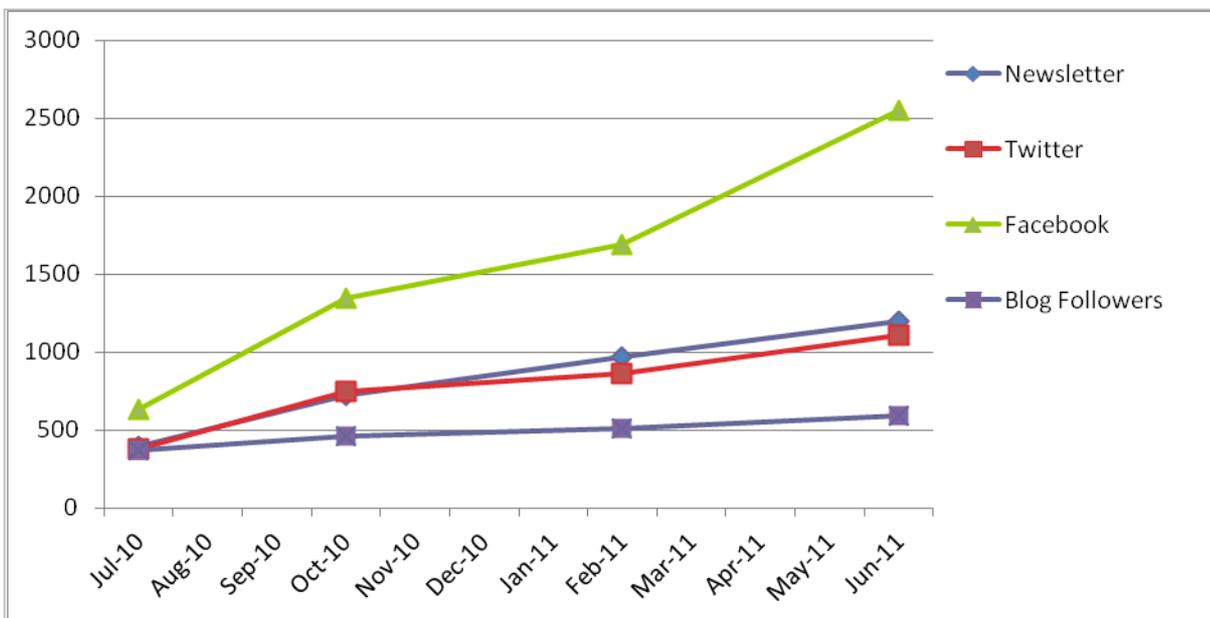
The entire BrisStyle membership past and present for their contagious support of every event; the overwhelming support of all those who have embraced the markets and continue to support them rain, hail or shine; all the event supporters including St Augustine’s, The Racecourse Rd Business Group, Peppermint Magazine, Reverse Garbage, Hopscotch Films and of course the Brisbane City Council’s Town Hall crew and Creative Communities Team; last but not least the positive and inspirational energy of the BrisStyle Committee, in particular Bel Harris for her wise and calm administration of every event.



## Media Report

Melinda Hume and Teneale Muir

We joined the team in August 2010, and have seen a steady increase of audience participation on Facebook from July 2010 to June 2011 as per below table. The number of Twitter followers also grows daily, with regular tweets from followers mentioning or re-tweeting BrisStyle.



Between November 2010 and January 2011, the media team had a large increase in Facebook views and re-tweets through Twitter. This was partly due to an increase in posts to support those affected by storms and floods in Queensland and Northern NSW. These posts were seen worldwide, and BrisStyle reached many new fans overseas during these times that were willing to help through BrisStyle's Handmade Ark Appeal. BrisStyle's Handmade Ark Appeal was set up to help raise awareness and funds for those affected by the 2011 floods. The appeal raised a total of \$4839.25.

Through the use of Blogger, Facebook and Twitter, the Online Media team is able to spread the word about handmade, supporting the Brisbane creative community as a whole. Regular blog features include Shop Indie interviews, market news, Crafty D.I.Y tutorials, Member Gift Guides, Crafty Folk interviews, fundraisers, promotions and giveaways.

The past year saw our members participate in a host of collaborative advertising opportunities giving them a chance to promote their businesses to a larger audience and be able to afford such large scale advertising which they may not have otherwise been able to do.



*Peppermint Magazine double page spread – Summer Issue 2010*

Many of our members were also interviewed and featured in many of Brisbane's local newspapers and publications throughout the year.



**FRIDAY FASHION:** Bec Hollis, Lord Mayor Campbell Newman and Helen Berthold at a stall in King George Square.  
**Picture:** Chris McCormack  
CM190813

## By George, indulge on dusk

**HANDMADE GOODIES**  
**WORDS: LUKE ROYES**

**KING** George Square comes alive at twilight tomorrow as part of a Brisbane City Council plan to brighten up the recently revitalised civic space.

Featuring 52 stalls, the BrisStyle Indie Twilight Market will kick off from 5pm and give people four hours to browse through quality handmade goods by local artists, crafters and designers.

Lord Mayor Campbell Newman launched the new markets as part of Council's Live@ King George Square program to return people to the historic square.

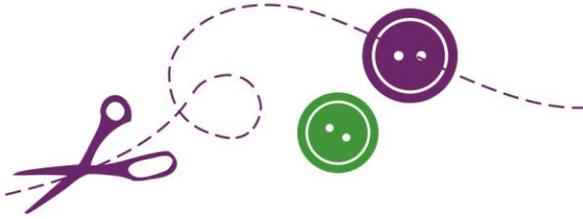
"Brisbane's climate is perfect for outdoor markets, even in the cooler months, and King George Square has that great laid-back buzz of a Friday evening," he said.

Similar events are planned for July, November and December.

■ Visit [www.bris-style.com](http://www.bris-style.com) or phone

*April 2010 saw committee gals Bec and Helen snapped with Lord Mayor Campbell Newman in the City News to promote the inaugural BrisStyle Indie Twilight Market*

We look forward to further developing online audiences as well as print media for BrisStyle and its members in the coming financial year.



## Treasurer's Report

Belinda Harris

The 2010/11 financial year saw continued growth financially for Brisstyle Inc. with a healthy profit of \$6,343.11, 10.6% of total receipts and total equity of \$11,804.13.

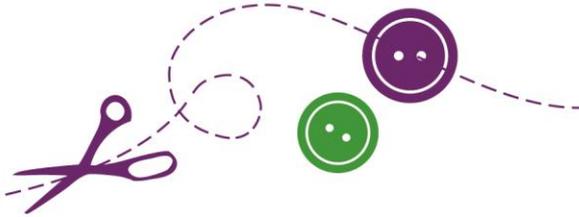
For the first time in BrisStyle's history we were able to offer our administrative staff some remuneration for their work to ensure organisational stability during this time of rapid growth.



We saw the implementation of the MYOB accounting system to fully structure our accounts system and also enable us to track and report on each facet of BrisStyle's activity individually.

With the group continuing to grow at a fast pace, I have made the decision with the support of the committee to step down from the role of Treasurer. I will continue to administer and manage the financial matters of the organisation on a day-to-day basis and look forward to reporting back to BrisStyle's new Treasurer in the coming financial year. I envision this move will allow for greater financial support and advice for the team.

As a committee we predict positive changes for the financial year ahead. We believe that we will maintain a good growth period whilst still being able to service our members with the utmost professionalism.

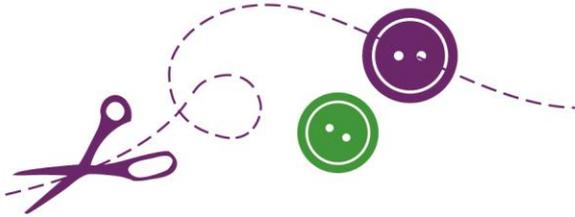


## Financial Statements

### Profit & Loss Statement

July 2010 through June 2011

Income	
Sales	
Membership Payments	\$5,730.20
Advertising	\$7,906.75
Bank Interest	\$122.99
BrisStyle Website	\$60.00
BiDM	\$14,560.00
BiTM	\$21,370.00
BiMC	\$2,240.00
BiECO	\$2,295.00
Other Events	\$5,106.21
ETSY Sales	\$56.78
BrisStyle Information Sessions	\$283.25
Total Income	<u>\$59,731.18</u>
Cost of Sales	
Gross Profit	<u>\$59,731.18</u>
Expenses	
Bank Fees	\$39.07
Advertising Costs	\$9,755.48
E-Newsletter Costs	\$50.00
Graphic Design Costs	\$400.00
Website Costs	\$400.00
Membership Expenses	\$4,927.70
Office Supplies	\$263.58
Postage & Shipping	\$53.55
Markets & Events Expenses	
BiDM Costs	\$9,449.01
BiTM Costs	\$15,221.40
BiMC Costs	\$2,389.07
BiECO Costs	\$4,482.21
Other Events Costs	\$5,891.00
BrisStyle Information Sessions	\$66.00
Total Expenses	<u>\$53,388.07</u>
Operating Profit	<u>\$6,343.11</u>
Other Income	
Other Expenses	
Net Profit / (Loss)	<u>\$6,343.11</u>



## Balance Sheet

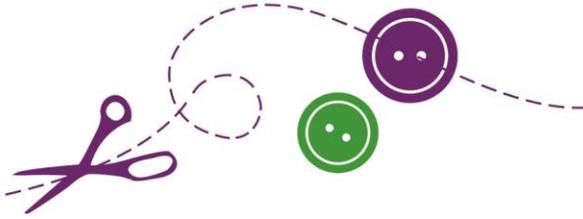
As of June 2011

<b>Assets</b>			
Current Assets			
Cash On Hand			
Main Community Savings Account	\$11,414.17		
PayPal Acct	\$14.96		
Petty Cash/Float	\$100.00		
Total Cash On Hand		\$11,529.13	
Trade Debtors		\$275.00	
Total Current Assets		\$11,804.13	
Total Assets			\$11,804.13
<b>Liabilities</b>			
Net Assets			
			\$11,804.13
<b>Equity</b>			
Current Year Earnings		\$6,343.11	
Historical Balancing		\$5,461.02	
Total Equity			\$11,804.13

### VERIFICATION STATEMENT

I have sighted the association's [BrisStyle] financial records and the financial records show that the association has bookkeeping processes in place to adequately record the association's income and expenditure and dealings with its assets and liabilities.

  
Signature  
Date 22/11/11



## Supporters

BrisStyle Inc. would like to say a big thank you to its 2010-2011 supporters!

## Major Partners



## Media Partners



## With special thanks

Brisbane Marketing, TrishAlan Designs, nook, incube8r, Reverse Garbage, MixTape, Hopscotch, 4ZZZ, Bleeding Heart, Tangled Yarns, Handmade Heaven, The Handmade Expo, Mimmis.