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Illustrators Australia Annual Report

Introduction

This is Illustrators Australia's new Annual Report, which we will publish to our members. As an Incorporated Association we are made up of our members, you, with the aim to serve you too. We are a volunteer run, non-profit organisation registered in the State of Victoria in 1987 - the largest, longest running organisation representing Illustrators from Australia and New Zealand.

Purpose: We advocate, educate and build business for illustrators.

This is your organisation and we want you to feel part of it and to be aware of all our efforts. This Annual Report will give you an overview of all that was attempted and achieved in the last year. It also includes the minutes and results of our recent Annual General Meeting (AGM), as well as an overview of our Final Report, (if you would like to see more details, please feel free to contact us). During 2024/25 we have seen a boost in activity and committee membership generally. In terms of the organisation we have established a number of changes to be more efficient and productive and to increase the benefits we offer our members including:

ORGANISATIONAL ACTIVITIES

- Secured more volunteers and members for the committee (ranging from 6-9).
- Revamped the logo, letterhead and branding of Illustrators Australia to reflect the official decision to drop the abbreviation - IA (so as not to be confused with AI!) from now on.
- Expanded our annual Membership Drive (in its second year) to include weekly talks, added discount providers and other benefits.
- Trialed a Gift Membership Drive in December.
- Trialing Organisational Membership of ArtsHub - extending access to our membership
- An (unsuccessful) funding application for website development.
- The development of an exhibition application and one successful application.
- Continuing monthly newsletter, plus regular members bulletins.
- Continued social member accounts posting
- The maintaining of our Membership List and Database
- Maintaining and updating the website - including new website platform (in development)
- Managing finances, tax, depts, accounts etc
- Maintaining and updating documents etc
- Instigation of a Focus Meeting, a second monthly meeting to allow us to focus on one topic only and organise more effectively, for eg. an event, policy, promotion or drive.
- Re/Establishing of Monday - Executive Check-ins

EVENTS

A range of events and activities have been initiated. These include, but are not limited to:

- Annual Membership Drive and Gift Membership Drive - Held in June and December
- Produced promotional material which was distributed at Illustrators Fair - Brisbane and KidLitVic in Melbourne and around Universities, Art Supplies and Libraries etc.
- Recorded three high quality Illustrator Talks / Interviews and published on YouTube
- Monthly Let's Draw Sessions - Free online draw and chat meet ups.
- Two annual picnics: Illustrators Picnic in Spring and Members Picnic in March/April.
- Free Card Making materials and activities for Easter and Christmas

Unfortunately the social activities are being constantly reviewed and revised after low turnout. We have tried a number of different approaches, and will continue to do so. Low turnout may be due to a combination of factors: a hangover from Covid reclusiveness, general stressors and lack of reach for promotion; we suspect due to the stranglehold of social media algorithms.

We have paid for advertising and promotional cards, but we hope that a more organic reach will occur over time and as these events establish and people recover and want to connect more with the community. It's been suggested pairing up and collaborating with a larger organisation or council may assist in the reach too. We welcome marketing assistance with this issue.

This year began strongly with many enthusiastic volunteers joining our committee. We got quite far in an attempt at organising another exhibition for Illustrators for the end of this year. Unfortunately this had to be abandoned, due to lack of adequate volunteers and being careful to avoid burnout as well as care with our funds. Hopefully the next year or two will see it happen.

If anyone would like to help form a sub-committee for exhibition organisation please reach out.

A lot of work was carried out by a committed and hard working committee. Much of this work is behind the scenes and involves the constant improvement of our systems and management of the finances and membership. We have still been recovering from a difficult time during Covid.

As we recover we build the organisation's structures and strength again, as well as its reach and engagement with the community. We look forward to seeing what we are going to do in 2026.

Thank you for being part of Illustrators Australia,

Katie Roberts

(Out-going Vice-President 2024/5, Incoming President 2025/6)

Minutes AGM 2024-2025

Rules of Association - Section 30 - Annual General Meetings

AGM Chair: Andrew
Chat Monitor: Katie
Minutes: Chris, Anna

Attending: Andrew Mc Intosh, Katie Robets, Anna Fredriksson, Chris Murray, Mathew Broughton, Mel Mathews, Craig Perry, Kate Mack.

Apologies: Dani Mathewson

Minutes link

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1. Welcome - Committee Introduction

Time: 7:07pm, running for 2 mins

Speaker: Andrew

We will be recording this session. Please turn off your camera if you do not wish to be seen later on.

Thank you for coming and welcome to this year's AGM for Illustrators Australia. The time is now **7.08pm** and I formally declare the Illustrators Australia AGM open.

> *I'd like to begin by acknowledging the Traditional Owners of the land on which we meet today. I would also like to pay my respects to Elders past and present.*

My name is **Andrew McIntosh**. I'd also like to introduce you to the committee, whose time and efforts make all of this possible. So please welcome: *Introduce committee members that are present.*

- Andrew McIntosh - President
- Katie Roberts - Vice President
- Anna Fredriksson - Secretary
- Chris Murray
- Diana Rueda
- Matthew Broughton
- Ari Chand

The agenda for today's presentation is: (mention how long the AGM should go for)

- Present the minutes of the previous AGM
- Provide an update on the state of IA
- Present the financial report
- Discuss the committee roles that need to be filled

2. Minutes of the previous annual general meeting

Time: 7:10pm, running for 5 mins

Speaker: Andrew

Our last AGM was held on the 9th of January earlier this year. It was the second attempt to hold it due to the low numbers of the first date we did not reach quorum.

Minutes of last meeting:

https://docs.google.com/document/d/1t02SEnSIxCCwNukK_H0MrxwUP_-6URCKlBDvVklE3A0/edit?usp=sharing

- **MOVE AND VOTE** to accept the minutes of the previous meeting (or not)
    - Moved: **Katie**
    - Seconded: **Chris**
    - All in favour: **Everyone**

3. Summary of 2024-2025 / Annual Report

Time: 7:15pm, running for 5 mins

Speaker: Andrew

It truly feels like our last AGM was only a couple of months ago.

We had our annual membership drive. I thank all of the committee for their hard work during that time. Everyone went the extra mile and it was wonderful to see. The membership drive event really helps spread the word of Illustrators Australia.

Payment of BAS ATO debt. More on that in the financial report.

Applied for grants to pay for a website upgrade but we didn't get them. We are working on updates and will have something to share soon.

We continue to sponsor tertiary institutions with 1 year free student membership to hand out as prizes to selected students.

We continued to hold monthly Let's Draw events, moving the day around to help give different members a chance to join.

There was a picnic (held in Melbourne), and two card making events with the public. If you are interested in hosting a picnic or other social event in your state capital, please reach out and we can help organise and get the word out.

The committee grew, and shrank, with new people coming and going throughout the year.

- Turn over of secretary: Dani to Anna.
- We also lost the volunteer who was organising the exhibition
- We have had two people become treasurer for a month before having to leave.

This is the nature of a volunteer based organisation. People can only give what they can, and we never push them for more. I talk about volunteers at every AGM and I will cover it again. Almost everyone that has ever sat on the committee, or helped organise an event, has been a member, an illustrator, just like you. They are people who want to give back, help out, meet like minded people, and learn new skills. Volunteering does not have to be an onerous task; You give what you can.

Right now we are looking for volunteers to help with promotion material: The monthly newsletter, and social media posts. But if you have an idea for something, or just want to help where needed, please let us know.

Many hands make light work, and everyone benefits from it.

That brings us to part two, the financial report and membership price review.

4. Annual Financial Report 2024-2025

Time: 7:20pm, running for 5 mins

Speaker: Andrew

Financial Report

Last AGM we announced that the BAS debt was **$18,000**. By the end of last year, we made an arrangement with the ATO to pay it off in installments, finishing in December this year. The total number increased to **$20,694** to cover the time it took to pay off. At just over **$1,500** per month, it left us a little stuck when it comes to more fun activities, like exhibitions, while it is being serviced. But it is about to be finished and the organisation should be in a better position financially.

We have also found that our tax returns have not been submitted for the past 3 years. We are in the process of arranging an accountant which will cost **~$1,300** per financial year. But before we sign anything, we are waiting to hear back on our Not-For-Profit status application that was submitted this month. If we get it, it means our future tax payments will be much simpler, and tax returns much cheaper. There is a chance we won't be approved, but it’s worth the shot. The organisation has always been run as not-for-profit and it would be great to be officially recognised for that.

Total income from memberships:

- **$23,382** - down **$1,546** from last year.

Total expenses:

- **$10,081** - an increase of **$979** from last year, mostly due to advertising
- We continue to make regular payments to:
    - Storage King
    - Ventra IP
    - More book-keeping
    - Google
    - Zoom

Balance at the end of the last financial year, 30 June 2025, was **$8,683**

Our balance today, 16th Oct 2025 is **$3,301.95**

5. Review of the annual subscription fees

Time: 7:25pm, running for 5 mins

Speaker: Andrew

Note: We discussed as a committee, and agreed to keep them the same

It is our recommendation that the annual membership fees remain the same.

Professional Annual	$220
Establishing Annual	$150
Student and Graduate Annual	$80
Affiliate Annual	$150
Organisational Annual	$330

Does anyone have concerns about the plan to leave the fees the same?

- Moved: **Andrew**

- Seconded: **Chris**
- All in favour: **All**

6. Committee Member Election

Time: 7:30pm, running for 10 mins

Speaker: Katie

It is now time for the committee member role election. As with every AGM, each of the official committee roles are now open for nominations. We'd like to thank previous office bearers and welcome new nominations.

You will have seen in the AGM notification emails a brief description of each role, a link to further details, and a link to the nominations form.

- **President** - Help guide the direction of the committee. Attend any relevant events.
- **Vice President** - Directly support the president.
- **Secretary** - Arrange meetings, minutes, and documentation.
- **Treasurer** - Keep an eye on the funds to help keep Illustrators Australia financially stable.

For more details on the roles, visit our site here.

There have been **2 (3, but 2 for the one person)** nominations put forward before tonight and we invite everyone here tonight to raise their hand if they are keen for any of the positions.

For anyone that is nervous about the idea, I can speak from personal experience that none of the roles are burdensome, and we can all lean on each other for support where needed.

Election Results 2025

President - Katie Roberts - elected unchallenged

Vice-President - No nominations

Secretary - Anna Fredriksson - elected unchallenged

Treasurer - Andrew McIntosh - elected unchallenged

Extraordinary - Chris Murray, Matt Broughton, Mel Matthews

Congratulations to our new Committee Members!

New committee members will be added to the committee meeting email list and an invitation extended to Kate and any other interested new members are welcome to attend to try out a meeting and see what it's like and consider joining and be nominated at any time.

7. The Future - plans and strategies

Time: 7:40pm, running for 5 mins

Speaker: Katie

Welcome to the future! It's terrifying.

Only joking, well kind of. If you only pay attention to the news and your social media reels. There are wars, famine, genocide, nazis in the streets of Melbourne, rascists in government, and all sorts of other appalling things. This is countered by wonderful things, such as: the Treaty being tabled in parliament and solidarity and peace rallies weekly around the world.

Oh yeah, there's also the threat of AI.

Still, there is action being taken and great people doing excellent things, and there are some wins! Such as the recent AI ruling that will hopefully protect Australian creators in the future and set a standard for the rest of the world. Or at least offer another possibility.

Our future is often created by what people imagine, what they project, and what they believe is possible. That is one of the reasons creativity, the arts and the imagination is SO important.

If we can imagine a better future and believe in it…

We can create it.

Our compulsion to make it is innately human. People are actually pretty lovely, especially illustrators. When we get together it's amazing the positive action we can take. Culture changes, governments respond (eventually, sometimes) and good change does come.

So I am hopeful that motivated as we are, by the fact we are social and creative beings that we will change the world for the better. That we will stand up to war and famine and environmental

destruction and injustice and ignorance and AI – and change it.

People need each other, we need genuine connections and illustrators are very good at this.

It is through connecting with each other, through organisations like this that we can best represent ourselves and what we believe in and make the change we NEED to see in the world.

In 2025-6 and beyond I believe that Illustrators Australia can become stronger, more active, more connected to its members, giving them a sense of real benefits and community. Together I hope we can work to address issues such as fair pay, representation, acknowledgment, rights against AI and other import issues. I am excited about this future and the possibilities of a strong, active creative community and our impact on this community and industry.

Thank you for being part of it.

Katie Roberts

Out-going Vice-President

10. Close of Annual General Meeting

Time: 8pm

Speaker: Andrew

This is the official end of the AGM. Thank you all for coming. Please sign up as a volunteer. When we all work together, everyone wins.

If you have any thoughts or questions after the meeting, please email us at **office@illustratorsaustralia.com**

Thank you everyone.

Bye.

MEETING OVER