



2012 Annual General Meeting

Date: 16th October 2012
Time: 7.30pm
Venue: Monkey Bar, Balmain
Present: Kylie Evans, Jenny Chamberlain, Heather Hilton, Bree Mankin, Natalie Britton, Julie Irvine, Cheli Lawlor, Louise Booth and invited members via email and facebook and Rachael Ward, Mark Sherwin, Melissa Wilkinson.
Apologies: Tash Morris

1. Introductions - All

2. Reports:

President/Secretary	Kylie Evans
Vice President/Treasurer	Jenny Chamberlain
Memberships	Heather Hilton
Parties	Bree Mankin
Fundraising	Natalie Britton
Maintenance	Julie Irvine and Tash Morris
Events	Cheli Lawlor
Toys & Equipment	Louise Booth
Communications & Website	Kylie Evans

3. Comments and Confirmation of AGM Minutes

4. Acknowledgment of outgoing members
Jenny Chamberlain &
Cheli Lawlor

5. Voting in of the FY13 committee

President/Secretary	Kylie Evans
Treasurer	Louise Booth
Memberships	Tash Morris
Parties	Natalie Britton
Fundraising	Bree Mankin
Maintenance	Mark Sherwin & Rachael Ward
Events	Melissa Wilkinson
Vice President/ Toys & Equipment	Julie Irvine
Communications & Website	Heather Hilton

6. General Business



President Report - Kylie Evans

The Little Nicholson Street Play Centre ends this financial year in a very strong financial strong position. In summary:

Total Income for FY12 :	\$57,664.75
Total Expenses for FY12 :	\$58,013.20
Cash in bank :	\$46,863.85

To have achieved all the special projects and have a closing balance of \$46,863.85 is an outstanding effort.

The creation of a job description for each area of the committee has allowed us to ensure every area of the centre is looked at, processes created and with allowing us to cross check every activity against the budget.

We increased our membership database and note that 86 members were brand new to the centre and income was up 4% over last year. Our member database is now 207.

We have revisited our relationship with Leichhardt Council as we explore formalising the use of land so generously provided by Council. We are in the final stages of completing a license for the property. We appreciate Council erecting a directional sign in the laneway ensuring all members avoid accessing the centre via Union Street.

The investment in the centre needs to continue on all levels; we will seek a KidSafe audit and ensure the centre is a safe and fun resource for the community. We will also continue our work on creating an online archive for the centres history and ensure the public website is as user friendly as possible for new visitors, memberships, booking a party, our events, sponsors and our values.

Special mention to the families who attended our quarterly working bee's and for the parents that came with those skills to repair or maintain area's that saved on hiring trades - a big thank you to you all. We are also grateful for the members that take the time to write comments in the diary, email us updates of via facebook; we love to hear from you.

Thank you to centre member Charlie Stanbury for nominating the play centre for the Telstra Foundation Award. Our submission was successful and we received \$1200.

For the committee, I thank you for being simply so EXCEPTIONAL. You donated time – many hours, expertise and passion to ensure the centre was run at the highest possible standard for the community and our members. Thank you to Rebecca Ridler, Jane Baseby and Jenifer Finucane for their valuable contribution while on the committee.

I end this year very proud of what we have achieved and look forward to what we can deliver in 2013.



Treasurer's Report – Jenny Chamberlain

Strong financial performance was recorded by LNSP in 2011/12. Income of \$57,665 was up by \$3,160 on prior year, driven by memberships and parties revenue, complemented by fundraising proceeds. Coupled with a disciplined focus on expenditure, the Committee was able to deliver a 'self-funding' result for the year (posting a small loss of \$348), inclusive of significant investment in major maintenance works, toys and equipment. Year-end funding reserves totalled \$46,864.

Income

- Membership revenue totalled \$35,420, up 4% on prior year, with Annual and 2 Year Memberships comprising 70% and 30% relating to 5 Trip Ticket sales.
- Fundraising revenue of \$5,042 included Parenting Series revenue of \$3,170, Telstra grant of \$1,200 and Aussie Farmers of \$572.
- Party revenue recorded a strong increase, up 30% on the prior year to \$15,550 (or up 23% to \$7,475 net of party bond reimbursements).

Expenditure

- Significant investment in maintenance works was undertaken in 2011/12 totalling \$13,560, including installation of bench seating, pram parking, entry improvements, replacing/rerouting pipes under the art cottage and painting of the art room and surrounds.
- Expenditure on toys and art room supplies totalled \$9,473, including a new set of outdoor play equipment (\$1,044) and a 30% deposit of \$3,414 on a new outdoor play installation (Moduplay Fire Engine) for delivery early in the 2012/13 financial year (remaining payment owing \$7,966).
- Event expenditure of \$2,560 included entertainment and catering for the Easter, Mother's Day, Father's Day and Christmas events.

Operating Result and Reserves

- A small operating loss of \$348 was recorded for the year.
- Composition of the closing cash balance at 30 September 2012 is shown below.

Account	Closing Balance
Westpac Deposit Bearing Interest	\$7,932
Westpac Interest Bearing	\$37,399
Paypal	\$1,533
Total	\$46,864

- The closing cash balance of \$46,864 represents a robust funding reserve for LNSP.

Recommend to continue using the newly created budgets by Rebecca Ridler for each area that were created so that each committee member can track their allocated budget. Thank you!



**Statement Of Accounts - Little Nicholson Street Play Centre
As at 30 September 2012**



INCOME	Actual
Membership Fees (1 year)	\$19,180.00
Membership Fees (2 years)	\$5,590.00
Five Trip ticket	\$10,650.00
Fundraising	\$5,041.66
Parties	\$15,550.00
Party Bond Reimbursement	\$0.00
Interest Income	\$1,653.09
Other	\$0.00
TOTAL INCOME	\$57,664.75
EXPENDITURE	
Insurance	\$2,657.37
Electricity	\$748.88
Stationary & Postage	\$129.00
Printing	\$1,522.20
Cleaning & Yardman	\$11,377.90
Maintenance	\$2,147.84
Keys and Security	\$0.00
Infrastructure and furniture	\$528.18
Toys & Equipment	\$9,473.42
Party Bond Reimbursement	\$8,075.00
Website & Internet	\$1,663.25
Fundraising expenses	\$179.54
Events	\$2,560.44
Post Office Box Rental	\$98.00
Refund of Working Bee Levy	\$450.00
Online Banking Fees	\$432.25
Other	\$1,193.42
Special Projects	\$13,560.00
Paypal Fees	\$1,216.51
TOTAL EXPENDITURE	\$58,013.20
PROFIT/LOSS	(\$348.45)
CASH AT BANK - OPENING 1 OCTOBER 2011	\$47,212.30
PROFIT/LOSS	(\$348.45)
CASH AT BANK - CLOSING 30 SEPTEMBER 2012	\$46,863.85



**Statement Of Accounts - Little Nicholson Street Play Centre
As at 30 September 2012**



INCOME	2011	2012	Differential
Membership Fees (1 year)	\$19,607.14	\$19,180.00	\$ (427.14)
Membership Fees (2 years)	\$5,945.48	\$5,590.00	\$ (355.48)
Five Trip ticket	\$8,532.02	\$10,650.00	\$ 2,117.98
Fundraising	\$6,582.45	\$5,041.66	\$ (1,540.79)
Parties	\$11,976.00	\$15,550.00	\$ 3,574.00
Interest Income	\$1,537.88	\$1,653.09	\$ 115.21
Other	\$323.28	\$0.00	\$ (323.28)
TOTAL INCOME	\$54,504.25	\$57,664.75	\$3,160.50
EXPENDITURE			
Insurance	\$ 2,618.37	\$ 2,657.37	\$ 39.00
Electricity	\$ 699.84	\$ 748.88	\$ 49.04
Stationary & Postage	\$ 695.37	\$ 129.00	\$ (566.37)
Printing	\$ -	\$ 1,522.20	\$ 1,522.20
Cleaning & Yardman	\$ 10,260.88	\$ 11,377.90	\$ 1,117.02
Maintenance	\$ 4,174.50	\$ 2,147.84	\$ (2,026.66)
Keys and Security	\$ -	\$ -	\$ -
Infrastructure and furniture	\$ 1,663.00	\$ 528.18	\$ (1,134.82)
Toys & Equipment	\$ 4,342.29	\$ 9,473.42	\$ 5,131.13
Party Bond Reimbursement	\$ 5,900.00	\$ 8,075.00	\$ 2,175.00
Website & Internet	\$ 1,399.85	\$ 1,663.25	\$ 263.40
Fundraising expenses	\$ 945.20	\$ 179.54	\$ (765.66)
Events	\$ 1,528.86	\$ 2,560.44	\$ 1,031.58
Post Office Box Rental	\$ 86.00	\$ 98.00	\$ 12.00
Refund of Working Bee Levy	\$ 175.00	\$ 450.00	\$ 275.00
Online Banking Fees	\$ 424.80	\$ 432.25	\$ 7.45
Other	\$ 8,219.20	\$ 1,193.42	\$ (7,025.78)
Special Projects	\$ 24,989.77	\$ 13,560.00	\$ (11,429.77)
Paypal Fees	\$ 1,145.04	\$ 1,216.51	\$ 71.47
TOTAL EXPENDITURE	\$69,267.97	\$58,013.20	(\$11,254.77)
PROFIT/LOSS	(\$14,763.72)	(\$348.45)	\$14,415.27



Memberships – Heather Hilton

Memberships and the income was very good for the last 12 months. We currently have:

- 207 members from 1st January to 5th October 2012, an increase of 5 members or 2.5% compared to 2011 (in 2009 for the same period we had 195 members).
- 207 Memberships are broken down into
 - 55 x 2 year memberships (17 are new members)
 - 131 x 1 year memberships (69 are new members)
 - 21 x 6 month memberships (July 1st to December 31st).
- The number of new versus repeat members was 86 (41.5%) new compared to 121 (58.5%) renewing.
- We have also sold 213, 5 trip tickets, which is broken down as 140 via JT Supermarkets and 73 via our website. This is currently down on 2011 sales however we still expect to meet 2011 levels by the end of the year.
- First time visitors to the centre have been trending upwards over the last three months, we now average 35 per month.

AUDIT

A full audit of visitors was undertaken in June with the following results, this is based on SIGN INS only:

- Total number of sign in's = 425
- First Time Visitors = 38
- 5 trippers = 85
- Annual Members = 302

We still have the issue of people not signing in, when entering the centre. Committee members asking if people have signed in for insurance reasons are critical. Concern over the actual use of 5 trip cards – how many visits are actually used on the one card before another is bought. Suggest reminder emails continue via email quarterly and Facebook reminders.

In 2012 new look membership cards were launched along with a full brochure to outline facilities at the centre. This material has been very well received from members. We also promoted the centre via a newly designed flyer at the childcare centre and on the Woolies noticeboard along with a promotional banner in various parks in Balmain & Rozelle.

A number of new security gate options have been researched. Members will be surveyed in late October and pending the results a new system (key card entry or similar) will be considered for the start of 2013. As always we will ensure all members are given the opportunity to have their say.

It was great taking this over from Jenny and I look forward to Communications.



Parties - Bree Mankin

Parties for 2012 have been a great success with most months at booking capacity. Seven months of this calendar year were fully booked, with the remaining months being just off capacity.

- 95 bookings available for 2013 (based off additional working bee included in October)
- Total number of parties to date – 87 out of 95 – (4 of these available bookings are 22nd / 27th of Dec) 88% booked
- We already have 13 bookings for 2013 already, this time last year we only had 6 bookings in advance.

Calendar year breakdown is as follows

Oct – Dec 2011 : 19 out of 26
Jan – 5 out of 6
Feb – 6 out of 7
March – 9 out of 9
April - 8 out of 8
May – 7 out of 7

June - 9 out of 10
July – 8 out of 8
August – 7 out of 7
September – 8 out of 9
October – 7 out of 7
November – 8 out of 8
December – 5 out of 9

The main expenses for parties include maintaining the gas bottle and a new table was bought to replace the worn table.

New initiatives implemented in 2012

- A new party flyer promoting the centre as a venue and the T & C's was designed and displayed at the centre along with as a download on the website.
- Catchlight pictures offer re photographing member's parties for free who book the centre on Saturdays– 3 parties redeemed this offer in 2012. Dayna is happy to continue for 2013
- Party Audit – Memberships (Heather) reviewed the party booking to ensure each booking was a calendar year member or 5 trip member mid-year. It was disappointing to find that some people held neither but still booked the centre, all bookings were contacted over this. Recommend this audit taking place twice a year.
- We added additional text on the website to ensure that members could not book a party for their friends, every person booking a party must be a calendar year member or 5 trip members.
- Increase in party rate from \$75 to \$85 for calendar year members and from \$75 to \$100 for 5 Trip Ticket holders – as of October 2012. No increase in over 5 years and the website costs, party booking software and paypal costs now accounted for along with this increase now allowing for calendar year members to have an advantage. This notice was featured on the website from July and members advised in advance via newsletter.

Our members always provide positive feedback around the website and its ease of use, along with how amazing the centre is and thank the committee for all our hard work.



Fundraising – Natalie Britton

The main focus of this year's fundraising efforts was around our Parenting Series Information Evenings. We held three throughout the year and these were promoted via our member database, Facebook along with flyers at the centre and at local notice boards –e.g. Woollies. We also received a Telstra grant and fundraising dollars from the Aussie Farmers program through our members.

December: Elsie's Refuge

Members donated children's gifts for us to deliver to the centre with a note of gender/age on each label. These were provided to the families living at Elsie's Women's Refuge over the Christmas period. We had an overwhelming response from our members at the centre.

March: Parenting Series #1 - Getting your MOJO back

Over 30 savvy busy women joined to be inspired over getting their ZING back.

Areas covered on the night - The top five tips for getting your Mojo back including the tests we need to ask our Doctor for, what foods increase your Mojo and The seven secrets to a healthier more vibrant life.

We raised \$775 from the evening for the centre

June: Parenting Series #2 – Speech, Literacy and your Child

Over 40 parents registered for this event and we had a great turn up on the evening. Our presenters were key personnel from Speak and Write and Qualia Occupational Therapy, both companies based in Lilyfield. We gained an understanding of the speech and comprehension levels children should ideally be at along with some great handouts to develop that area at home, including a list of apps to support.

We raised **\$1100** from the evening for the centre.

September: Parenting Series #2 – Sugar & Children's Health Workshop

Our final fundraising event for the year was enlightening and at times shocking but provided us with some great information and resources on sugar, health and our children. Our presenters were Andrew Richards is the Principal Chiropractor and director of the Inner West Spinal & Sports Injury Centre and Hayley Stockbridge (naturopath).

They covered the impact of sugar with case studies, neurological impact of too much sugar along with understanding what to buy when shopping.

We raised **\$925** from the evening for the centre.

A full overview of each of our events can be found on the website under the events tab. This allows all resources to be downloaded from the parents who could not attend.

2011 – We also had a balance of funds from our September 2011 fundraising wine tasting event of \$420 which is included in this year's target.



Fundraising Continued

Aussie Farmers

From our members of LNSP taking part in the fundraising program of Aussie Farmers where fresh produce; dairy and meats can be delivered to your door weekly. We received two payments throughout the year. 2% is contributed from Aussie Farmers from sales of families that order through them.

Feb - \$318

August - \$254

TOTAL: \$572

Telstra Foundation

We applied for a Telstra grant for the centre in late 2011 with a submission via a member of the centre (Charlie Stanbury) which was successful and received \$1200 towards our fundraising efforts in August 2012. These funds as per the grant were put towards our new reading corner and bench seat.

TOTAL: Our total fundraising for the year for the centre was \$5,042

We managed to keep expenses for fundraising to only \$180, these were for thank you gifts for our speakers for donating their time & expertise at our parenting events.

Our 2012 Sponsors

A certificate of appreciation was given to each sponsor for providing venue space, expertise and/or lucky door prizes which we so well received for each of our events. All businesses were also featured in our newsletter and Facebook communications.

- The Monkey Bar, Balmain
- Emma Sutherland
- Speak & Write, Lilyfield & Qualia Occupational Therapy
- Inner West Spinal & Sports Injury Centre
- Planet Beauty
- Body Benefits Pilates
- Inner-B
- Balmain Massage centre
- Catchlight Pictures
- Rescuetec

I have enjoyed meeting more of the members throughout each of parenting evenings and creating the events that raise funds to keep our centre being enjoyed by so many families.



Maintenance – Julie Irvine and Tash Morris

2012 has once again been a busy but successful year for the maintenance team. A number of major works were completed, as well as the regular day to day maintenance of our wonderful centre. The role of maintenance was again shared by two committee members; this enables tasks to be addressed in a timely manner and any urgent issues to be completed as soon as possible.

As well as the regular standard maintenance, we have achieved the following outcomes for the centre in 2011-12:

- The sandpit has been refilled with over 4 tonnes of sand over the course of the year. Each delivery being made on a Saturday, prior to party bookings at 9am. Around the sandpit area we have new signage along with a clothes line for wet items and a broom rack for sweeping up
- Working bees have continued to be a great success and a valuable resource for the centre. Special projects have been carried out at the working bees, so as to limit the need to hire handyman services. We are very grateful for the families who attended and for the skilled parents who assisted in tasks that saved us hiring trades for. A new Working Bee Checklist was created to ensure every aspect of the centre was included and that it is able to be used easily by the team leader.
- Our dedicated cleaner Deb has worked closely with the maintenance partnership to ensure the centre is kept clean, tidy and stocked with cleaning products. Deb has also made herself available to attend working bees.
- A number of trees required large branches to be removed by an arborist, as they posed a danger to our members and their children.
- Professional carpet cleaning of the toy cottage.
- The kitchen was stocked with a range of teas, coffee for members to enjoy
- Processes have been streamlined and checklists created to achieve continuity and consistency now and moving forward.

Over \$13,000 has been invested in too much needed major works in the maintenance area. These works include:

1. Installation of hard wood bench seating, fence and safety gate, surrounding the swings area. Ensuring the swings are now protected from toddlers entering without adult supervision and also providing a practical area for members to supervise children and enjoy to the centre.
2. A dedicated pram parking area was also created by relocating the swing area fence.
3. A more open arrival area for our members and guests, with the front gate mechanism being adjusted and walkway surface improved.
4. Replacement and re-routing of the art cottage pipes, which were leaking due to considerable tree root damage.
5. Painting of the art cottage exterior and new swing fence.

We have really enjoyed our year working together with the committee, to ensure the centre is kept in great condition for our members and their children. We've received a lot of positive feedback via the website and directly from our members regarding the improvements made and the overall standard of the centre.



Events – Cheli Lawlor

The centre hosted four free member events during 2012. We promoted these events via our newsletter, Facebook and flyers at the centre. Various committee members played key roles in helping on the day including the husbands that donated their time for the BBQ.

Dayna Patterson from Catch light Pictures offered free photography at each event and we were able to email all registered attendee's a link so they could download the photos or request a free copy. Woo Hoo Entertainment provide a not for profit discount for entertainment and have been great to work with.

A special mention to Darling St Meats for donating all the sausages for the Easter Party.

Summary of events held:

<i>Event</i>	<i>Registered</i>	<i>Actual Est.</i>	<i>Budget</i>	<i>Spent</i>
Fathers & Grandfathers' Day 1 st September 2012	33 Adults 29 kids	28 Adults 28 kids	\$720	\$596
Mothers' Day Morning Tea Friday 11th May 2012	52 Adults 65 Kids		\$320	\$220
Easter Party April 2012	77 Adults 58 Kids	56 Adults 49 Kids	\$500	\$481.68
Christmas Party December 2011	60 adults 56 kids	54 adults 60 kids	\$900	\$911

Mother's Morning Tea – new initiative

This year was the first year that a Mothers' Day event was held at the centre. This event was not budgeted for at the beginning of the year. To include this event into the calendar of events and budget all the food was baked and provided by the committee. Whilst this was a lovely thing to do, I consider that the committee gives enough of their time to the running of the play centre and catering should be budgeted for 2013. It was lovely to provide an event just for the mums!

Charity Event – Bear Cottage

This year we were approached by Kelly Carey who has worked with Bear Cottage – children's hospice. They wanted to hold the Bear Cottage Super Hero day at the centre. They co-ordinated a raffle prize with a dozen local businesses to raise funds and members could provide a gold coin donation for entry. Over 50 adults and 60 children attended with many dressing as a superhero. The centre provided website promotion/raffle tickets sales, event registration, promotion via facebook/emails and assistance on the day. Overall \$1379.60 was raised and Bear Cottage was thrilled. The committee agreed that we cannot be seen to aligning with a charity or cause and that one initiative per year and if it can relate to children and be local would be the preference.

We know the members appreciate these events and they provide an opportunity for the entire family to come and enjoy the centre and be hosted! I have enjoyed working with everyone on the committee and I am very proud of the work we have done. I wish the play centre the best for the future.



Toys & Equipment – Louise Booth

It has been a busy year in the Toy department – we have spent a lot of time reviewing the current toy levels and discarding those that are in need along with improving the outdoor play area and maintaining the art cottage.

We have added some great additions to the playroom:

- A new couch area where the children can relax and lose themselves in their beautiful imaginary world s or just sit and have a (play) cup of tea and a chat with their friends. The couch area included 4 new bright red arm chairs, new rugs and new lounge covers.
- The cottage kitchen corner also has an additional new play kitchen area, complete with loads of pots and pans and utensils.
- We also revamped the trains and purchased a brand new Thomas the Tank Engine Table which has been very popular with the boys and girls in the centre.
- The toys boxes have all been labelled and re-organised with images/words now, making it easier for parents and kids to place the right items back in the correct containers.
- There were many new dress-ups purchased during the year – from Snow White to Tinkerbell to Firemen and Builder costumes. We have maintained a roster and the costumes are washed on a monthly basis (more frequently when needed).

Outdoors we have:

- Relocated the cubby house and set up the Dora kitchen so easier access for the kids.
- Invested in replacing the plastic outdoor equipment which has many climbing features as well as a cubby house and a super quick and safe slide. (The old equipment was donated the Rozelle Neighbourhood Centre)
- A 30% deposit for the new red fire engine was made which will also mean new grounding will be installed around the unit to ensure it reaches the safety standards.
- We have purchased new motor bikes, ride on toys, a tool centre (currently under repair) as well as painted the cubby house and turned it into an outdoor cooking adventure centre.

Art Cottage:

- New Easels were purchased
- The cottage was scrubbed from top to bottom and painted during the working bees.
- New paints are purchased frequently as well as pumps, paper, brushes, smocks etc.
- Invested in some new sponges for creativity
- A supply of smocks and sponges is kept in the cupboard for future needs.

Greatest challenge is it being maintained on a daily basis by the users washing down their area and putting away what they use, we are grateful for the members that go above and beyond. The kids did some fantastic artwork during the year and this has been displayed in the centre. There has been much discussion as to where the Art Cottage is heading from here – we all have many aspirations to make it an even better more exciting space for our little ones. We hope to make some progress on this in 2013.

KIDSTUFF: We have accumulated \$550 of reward points at Kidstuff Balmain. These vouchers can now be put towards new toys or supplies and we thank everyone who mentions LNSP when shopping at Kidstuff as you have helped us reach that amount. We hope we are no longer being confused with the primary school!



Communications – Kylie Evans

Communication to members is via our Notice Board, Facebook page, e-newsletters and separate emails when need. This role was managed by Jenifer Finucane who created an excellent dashboard for her 6 months and shared between Heather Hilton and Kylie Evans for the balance of the year.

1. Notice Boards

Our flyers were updated every 6-8 weeks and promote membership, committee list, parties, kidstuff points, how to use art room, fundraising events, free events, broken item what to, etc. Our main is noticeboard located above the sign-in-register and secondary noticeboard in the art room cottage. Both noticeboards erected this year with new cork boards.

We also provide a news board for the members to promote their services, ads or sell items along with a dedicated noticeboard for businesses who support their centre via fundraising nights, events or any type of sponsorship are featured only.

2. Facebook – www.facebook.com/LNSPC

A new Facebook page was created last year and we are pleased that in 12 months we reached 193 LIKES – woo hoo. Facebook has been a great medium for members in real time on anything from centre closures, repairs, seek feedback, committee updates and promote everything available in the centre to them as member. We aim to average 2-3 posts per week which include centre updates, businesses that support us, member feedback posts and a light hearted post. We appreciate the dialogue when members use it to contact us.

3. E Newsletter and emails

We send an e-newsletter to all members and 5 trip members who provided an email address every two months. These newsletters aim to provide a snapshot of what has been achieved in the last two months and what is planned for the next two months along with the businesses who support us. Content provided by committee members if relevant and all newsletters are featured on our website for download. Separate dedicated emails if the item/issue is within the 2 months of the newsletter, mainly for fundraising events or required notices were also sent.

4. Website – www.lnsp.com.au

Our website has continued to be a great resource for new members wanting to know more about the centre and existing members when booking parties or events. Time is allocated monthly for updates in all areas of the site including About us, Parties, Events, Membership, Fundraising, Sponsors etc. We have also developed a past fundraising events section so that we have an archive of our events and have endeavoured to update the past committee page back to 2004. From a back end perspective we are creating an online archive of the running of the centre where all information on each portfolio can be stored. This will become the history of the centre! We invested in an upgrade of the party software to allow for export and tools to make the process easier. Memberships is the next area we need to invest in to ensure reporting and tracking is viable. We appreciate the ongoing support and discount on services of Barbara Smith from 'Rphasody in Graphics' for all our online work.

5. Community Marketing

The centre has been promoted to the community and new members via a promotional banner that was displayed at various parks locally. A new A4 brochure was also designed which explained what the centre is, this brochure was displayed the Early Childhood and other notice boards locally. We find many new members have found us through google also. The Council also feature the centre on their directory.