



LITTLE NICHOLSON STREET PLAYCENTRE INC  
2015 Annual General Meeting  
October 12<sup>th</sup> 2015 commencing at 8:00pm, Cat & Fiddle Hotel Balmain

Attendees: Natalie Britton, Heather Hilton, Larni Malcolm, Rebecca Nicholls, Sasha Dumaresq, Renee Raper, Jonelle Mullings, Trine Nybo Anderson, Deborah Jenkins-Sweeney.

Apologies: Pippa Tunicliffe, Heather Perry

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**President – Natalie Britton**

The Little Nicholson Street Play Centre has had a great year and has ended this financial year in a strong position.

In summary as at 30 September 2015:

Total Income for FY15 :	\$58,170.86
Total Expenses for FY15 :	\$51,154.16
Cash in bank :	<b>\$58,225.84</b>

We'd like to acknowledge our partnership with Leichhardt Council for the use of the land and also their assistance during the year in particular with various maintenance issues.

The membership database has been slightly down, we now have 202 Calendar year members and various 5 trip members.

A special mention to the families who attended our quarterly working bee's and came with those skills to repair or maintain areas that saved on hiring trades - a big thank you.

For the committee, thank you to our amazing team for the time and effort in helping run Little Nicholson Street Play Centre this year. Thank you to the following people who served throughout the 12 months and are now stepping down: Trine Nybo Andersen (Toys), Pippa Tunicliffe (Communications). We appreciate the time you have given to the centre.

Some key achievements during the last year include:

- Local Business grant to replace toy room floor and
- New sun shade of swing area
- We have a built a strong new committee to replace a number of roles that were not filled from members left last year
- We have been mindful of expenditure given our income has been down from memberships and parties

- Ongoing maintenance to keep our centre in great working order for families
- New toys including giant Lego building blocks.
- Planning for additional items in toddler cruiser area – *ongoing project*
- Our member for Balmain, Jamie Parker visited the centre
- Our Facebook page likes have now reached 571
- We have started planning and conversations with council on replacing fibro art cottage exterior and also any larger pipe/plumbing issues
- We are planning a new membership drive for 2016 to increase our numbers by 20% , these will replace members who have left due to moving out of the area or because their children are no longer young enough to attend.
- Discussion and planning has taken place to begin our new website launch – *ongoing project*
- Planning for association with charities – women and children focused – *ongoing project*

### **Secretary – Heather Hilton**

We have continued to streamline our systems this year with everyone on the Committee saving all important documents to our centralised Dropbox account. This allows ease of sharing and also security / back up benefits.

We have also recently introduced a SMS telemarketing solution for promotion of events / communication to our members.

We have also set up a new system – called EventBrite to manage our bookings for our fundraising events.

### **Treasurer – Larni Malcolm**

A profit of \$7017 was achieved this year – overall income was down 12% on 2014, however discipline in expense management saw expenses reduced by 17%.

#### **Income**

- Membership revenue totalled \$32,280, down 17% on previous years. Memberships (1 or 2 year) were hardest hit, down 15% and 34%. Membership income accounted for 55% of income received for the year.
- Party income was also down 18% on 2014. This accounted for 27% of income.
- Fundraising income was up 52% mainly due to the grant received. There were also two parenting events raising \$1767. Fundraising accounted for 16% of income.

#### **Expenditure**

- Strong investment in maintenance continued into 2014, with maintenance and cleaning accounting for 33% of expense (up 3% on 2014)

- Expense of 19% was attributed to special projects for 2014. These included new flooring in the play cottage, and the sunshade above the swings. Return of party bonds and working bee refunds saw 17%, of expense returned to members
- Toys expense \$10,057 (20%) accounted for the next largest area of expense.
- Other key expenditure included technology and communications costs (\$1573) event expenses (\$1906 combined for Christmas, Easter and Mother & Father's Day events), insurances (\$3309) and utilities (\$1007)

### **Operating Result and Reserves**

The closing cash balances as at 30 September 2015 were;

• Westpac Transaction Account	\$ 3,599.23
• Westpac Interest Bearing Account	\$54,377.68
• Paypal Account	\$ 248.93
<b>TOTAL</b>	<b>\$58,225.84</b>

A profit of \$7017 was achieved for 2014. Full accounts are shown below.

**Statement Of Accounts - Little Nicholson Street Play Centre  
As at 30 Sep 2015**

<b>INCOME</b>	<b>Actual</b>	
Membership Fees (1 year)	\$18,455.00	31.7%
Membership Fees (2 years)	\$4,945.00	8.5%
Five Trip ticket	\$8,880.00	15.3%
Fundraising	\$9,481.62	16.3%
Parties	\$15,510.00	26.7%
Interest Income	\$899.24	1.5%
Other	\$0.00	0.0%
<b>TOTAL INCOME</b>	<b>\$58,170.86</b>	<b>100.0%</b>
<b>EXPENDITURE</b>		
Stationary & Postage	\$53.00	0.1%
Refund of Working Bee Levy	\$125.00	0.2%
Membership Refund	\$190.00	0.4%
Party Bond Reimbursement & Party Cancellations	\$8,370.00	16.4%
BBQ Cleaning	\$0.00	0.0%
Fundraising expenses	\$0.00	0.0%
Cleaning & Yardman	\$13,000.00	25.4%
Maintenance	\$3,535.25	6.9%
Keys & Security	\$225.70	0.4%
Kitchen & First Aid	\$67.65	0.1%
Infrastructure and furniture	\$9,685.50	18.9%
Toys & Equipment	\$4,887.30	9.6%
Printing	\$511.00	1.0%
Website & Internet	\$1,062.22	2.1%
Events	\$1,905.97	3.7%
Insurance	\$3,308.99	6.5%
Utilities	\$1,007.32	2.0%
Paypal Fees	\$1,454.08	2.8%
Online Banking Fees	\$421.50	0.8%
Council Lease & Fair Trading Fees	\$425.78	0.8%
Post Office Box Rental	\$115.00	0.2%
Other	\$802.90	1.6%
<b>TOTAL EXPENDITURE</b>	<b>\$51,154.16</b>	<b>100.0%</b>

**Profit/Loss**

**\$7,016.70**

**Opening Balance as of 1 Oct 2014**

**\$51,209.14**

**Total Income**

**\$58,170.86**

**Total Expenditure**

**\$51,154.16**

**Closing Balance as of 30 September 2015**

**\$58,225.84**

**Statement Of Accounts - Little Nicholson Street Play Centre  
As at 30 Sep 2015**

<b>INCOME</b>	<b>2014</b>	<b>2015</b>	<b>Differential</b>	
Membership Fees (1 year)	\$21,640.00	\$18,455.00	-\$ 3,185.00	-14.7%
Membership Fees (2 years)	\$7,525.00	\$4,945.00	-\$ 2,580.00	-34.3%
Five Trip ticket	\$9,876.00	\$8,880.00	-\$ 996.00	-10.1%
Fundraising	\$6,245.45	\$9,481.62	\$ 3,236.17	51.8%
Parties	\$18,822.00	\$15,510.00	-\$ 3,312.00	-17.6%
Interest Income	\$2,136.26	\$899.24	-\$ 1,237.02	-57.9%
Other	\$0.00	\$0.00	\$ -	
<b>TOTAL INCOME</b>	<b>\$66,244.71</b>	<b>\$58,170.86</b>	<b>(\$8,073.85)</b>	<b>-12.2%</b>
<b>EXPENDITURE</b>				
Stationary & Postage	\$ 697.90	\$ 53.00	\$ 644.90	92.4%
Refund of Working Bee Levy	\$ 222.40	\$ 125.00	\$ 97.40	43.8%
Membership Refund		\$ 190.00		
Party Bond Reimb & Party Cance	\$ 8,715.00	\$ 8,370.00	\$ 345.00	4.0%
BBQ Cleaning		\$ -	\$ -	
Fundraising expenses	\$ 54.49	\$ -	\$ 54.49	100.0%
Cleaning & Yardman	\$ 13,000.00	\$ 13,000.00	\$ -	0.0%
Maintenance	\$ 5,529.54	\$ 3,535.25	\$ 1,994.29	36.1%
Keys & Security	\$ 192.52	\$ 225.70	-\$ 33.18	-17.2%
Kitchen & First Aid	\$ 970.95	\$ 67.65	\$ 745.25	76.8%
Infrastructure and furniture	\$ 12,567.78	\$ 9,685.50	\$ 2,882.28	22.9%
Toys & Equipment	\$ 6,125.57	\$ 4,887.30	\$ 1,238.27	20.2%
Printing & Signage	\$ 1,648.00	\$ 511.00	\$ 1,137.00	69.0%
Website & Internet	\$ 1,976.75	\$ 1,062.22	\$ 914.53	46.3%
Events	\$ 2,230.11	\$ 1,905.97	\$ 324.14	14.5%
Insurance	\$ 3,012.29	\$ 3,308.99	-\$ 296.70	-9.8%
Utilities (Electricity)	\$ 1,076.23	\$ 1,007.32	\$ 68.91	6.4%
Paypal Fees	\$ 1,776.31	\$ 1,454.08	\$ 322.23	18.1%
Online Banking Fees	\$ 440.25	\$ 421.50	\$ 18.75	4.3%
Council Lease & Fair Trading Fee	\$ 510.31	\$ 425.78	\$ 84.53	16.6%
Post Office Box Rental	\$ 107.00	\$ 115.00	-\$ 8.00	-7.5%
Other	\$ 620.00	\$ 802.90	-\$ 182.90	-29.5%
Special Projects		\$ -	\$ -	
<b>TOTAL EXPENDITURE</b>	<b>\$61,473.40</b>	<b>\$51,154.16</b>	<b>\$10,351.19</b>	<b>16.8%</b>
<b>PROFIT/LOSS</b>	<b>\$4,771.31</b>	<b>\$7,016.70</b>	<b>(\$426.02)</b>	

## Maintenance – Rebecca Nicholls, Sasha Dumaresq

2014/ 2015 was a busy year for maintenance and the following is what we achieved:

- Installed marmoleum flooring in play cottage including new skirting boards and an inlaid foot mat
- Freshened up the play cottage with paint on window ledge and new skirting boards
- Installed a shade cloth over the swing set, partly funded by a grant from the State Government
- Made an all weather screen off the pergola in case of rain during parties and events held at the centre
- Gutters cleaned out and gutter cages removed as damaged and ineffective
- Re-stained outdoor wood benches and trim around sandpit
- Replaced sand in the sandpit
- New baby-cruiser toys added to the outside fence of the swing area
- Sourced new cleaners for the centre
- Developed new partnerships with tradesmen who have offered to support the centre free of charge on certain aspects of work
- Attached a chain to the lock for the car shed and installed new locks for the cupboards
- Pest control inside the playroom, art cottage, the outside toys and cubby houses
- Complete review of all cupboards and removed unnecessary items
- Removed broken toys for council cleanup
- Added new stickers to the diary to assist communication to members in caring for the centre
- Restocked kitchen and cleaning supplies as necessary, including first aid kit, cleaning products, toilet paper
- Purchased new items for kitchen – kettle

Various repairs including:

- Plumbing
- Electrician repaired the fuse box
- Loose or missing fence palings
- Front gate repairs
- The parents toilet door runners and added an internal handle
- Repairs to the outside chalkboard

## **Communications – Pippa Tunnicliffe**

Communication to members is via our various Notice Boards, Facebook page, e-newsletters and separate emails when needed, but our website remains our main source of information and memberships.

### 1. Facebook – [www.facebook.com/LNSPC](http://www.facebook.com/LNSPC)

Our Facebook page likes have now reached 571. This is a 46% increase from 2014. Facebook continues to be a great medium for members in real time queries, centre closures, repairs, committee updates and events. We aim to average 2 - 4 posts per week, which include centre updates, news, events, information, and posts about businesses that support us. 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 is provided by committee members and from events at the centre. Separate dedicated emails, mainly for fundraising events or when notice was required, were also sent to the database.

### 4. Website – [www.lnsp.com.au](http://www.lnsp.com.au)

Our website has continued to be a great resource for new members and first time visitors wanting to know more about the centre. While for existing members it's the main way to become a member and/or book a party. A full revamp and update is planned for 2015/16, which will improve functionality and speed, and also align the branding with what is currently at the centre. A lot of emphasis will be placed on SEO as the centre currently doesn't stand out on google.

### 5. Community Marketing

The Welcome Brochure is sent with all member packs. We also have a postcard, which is provided at all fundraising events, which provides an overview for non-members of how the centre works.

## **Toys & Equipment - Trine Nybo Andersen**

### **General:**

It has been a busy year in the Toys and Equipment Department. After we had the flooring done in the Play Cottage, we rearranged the different toys and furniture and purchased a lot of new toys to upgrade the playroom. It's always exciting for the kids to walk into the room when the things are placed differently and new toys are spotted.

### **Play Cottage:**

- The kitchen area has been upgraded with pots, pans and utensils as well as loads of different kinds of play food (soft, wooden and plastic) - so that the kids have different stimuli when playing.
- We have purchased some BIG LEGO Blocks that can be used in many different ways by the 1-5 year olds. All you need is your imagination!
- End of this period we made a large purchase of cars, ambulances, police cars and trucks in all different kind of sizes and shapes. We furthermore got a play rug and a wooden garage where the cars can be used.
- Dolls area has recently been upgraded with a changing table and a rocking cradle. We have furthermore purchased prams, high chairs, dolls and dolls clothes/accessories
- A few new dress ups have been purchased as well as tools belts. Some dress up capes will soon be handmade for the Centre.
- We have maintained a roster and the costumes are washed on a monthly basis.

#### **Outdoors:**

- A new toddler area outside the swing fence has been created. It features a number of suitable outdoor interactive toys suitable for the toddlers.
- Shade over the swings has been put up to protect the little ones from the sun.
- New sand continues to be added at regular intervals.

#### **Art Cottage:**

- New paints are purchased frequently as well as pumps, paper, brushes, smocks etc.
- The Art Cottage is a very popular part of LNSP and the kids did some fantastic artwork through out the year.

#### **KIDSTUFF:**

- We have accumulated \$104 of reward points from Kidstuff Balmain. These vouchers have been put into new dolls and dolls clothes. The amount of reward points given to LNSP has dropped dramatically ever since it's been possible to obtain your own points, we are therefore very thankful to everyone who mentioned LNSP when shopping at Kidstuff as you have helped us reach the amount of points.



## Memberships – Jonelle Mullings

Membership numbers have been down this year.

Annual Memberships:

We currently have a total of 202 Members, compared to 238 at the same time last year.

These Members are broken down into:

- 33 x 2 year memberships purchased in 2014
- 21 x new 2 year memberships
- 95 x early bird annual memberships
- 26 x non-early bird annual memberships
- 26 x June-Dec memberships
- 1 x Oct – Dec memberships

Approximately 32% are new Memberships, compared to 25% as reported at last year's AGM.

5 trip memberships:

We have sold 195 x 5 trip tickets, compared to 184 reported at last year's AGM. These were sold through the following methods:

- 53 online
- 142 through JT supermarket

Access by non-Members and audits – we have continued with our general measures to address the issue of Members not signing in / people attending the Centre without purchasing a valid membership.

- 2016 numbering system for membership cards, making it easier to review the sign in register to determine if people were using out of date membership cards.
- Terms and conditions were refined and all members view these before they are processed.
- Facebook and email reminders to people to ensure that their memberships are valid and they are purchasing new 5 trip tickets when their old ones are used up.
- We continue to audit the sign in register to cross check the correct member number and/or 5 trip numbers are being used.
- A no tolerance policy for those who attend for free – they are asked to leave.
- A regular audit will continue in 2016.

Looking towards 2016

- The membership online registration system will be reviewed and upgraded – with a focus on compatibility with mobile devices.
- New cards will be printed and ready for 2016.
- Aussie Farmers will be discontinued as a sponsor due to changes in their rewards programme
- A flyer with all sponsor reward programme information will be included with member packs in 2016.

## Events – Renee Raper

The centre hosted four fantastic free events for families in 2014/2015. The weekend events were attended by families and provided everyone with the opportunity to visit the centre together – we find these events enjoyed by full time working Mum’s or Dad’s especially as it gives them an opportunity to enjoy our space on a weekend.

The weather at all events has been lovely compared to last year, but some event numbers were a little down due to varied circumstances; Mothers Day – took place the same day as the Birchgrove Fair which is not only well attended by our members, but is also an event many of our committee themselves were involved in – I will review the local events calendar closely when planning our 2016 events. Fathers Day – numbers were low but we couldn’t quite place why.

Summary of events held:

Event	Registered	Budget	Spent
Christmas	139	\$1000	\$1002
Easter	132	\$600	\$597
Mother’s Day	46	\$600	\$592
Father’s Day	29	\$600	\$500

### Renee will check numbers

All events were promoted to members on the website, via Facebook and on flyers at the centre.

I would like to say a big thank you to all the committee members who offered support at the events over the past year. They have been a great day for our community and couldn’t have been done without your help.

We look forward to continuing to offer great FREE events to our members in the coming year.

## **Fundraising – Heather Perry and Deborah Jenkins-Sweeney**

### **Fundraising Events**

Two fundraising events were held this year. Both were held at the Cat & Fiddle Pub, Balmain, who we are very thankful to for offering us space at no charge. Eventbrite, an events management application, was used to manage registration of both of these events, at a fee of 3.5% per transaction for the first session and then Eventbrite changed their fees to only 2%. This is what we will budget moving forward.

#### *August: Parenting Skills Evening – School Readiness*

- Jodie Weber, Head of Kindergarten at Birchgrove Primary School and James Shore from Balmain Care for Kids, presented on an overview of the NSW school system and preparing children for pre-school/school. 21 registrations for the event and a couple of walk-ins on the night.
- \$550 was raised in total including registration and raffle tickets

#### *September: Parenting Skills Evening – Managing Tantrums and Social Skills*

- Monica Sekowski, psychologist, The Balmain Practice presented on managing behaviour and developing children's social skills. 28 registrations for the event plus a few walk-ins on the night.
- \$1,217 was raised in total including registration and raffle tickets

### **Aussie Farmers Direct**

Aussie Farmers Direct is no longer donating 2% revenue from members who use the service. The last amount of \$195 was banked in December.

### **Kidstuff**

When shopping at Kidstuff you can mention LNSP and we receive points which we can convert to vouchers for shopping at the store. There is now a personal membership rewards system so our points have decreased over recent times. We currently have \$99 in vouchers.

Total 2015 fundraising income was \$3372.

### **2015 Sponsors:**

- Cat & Fiddle Hotel
- Birchgrove Primary School
- Balmain Care for Kids
- The Balmain Practice
- Kidstuff
- MiniMovers

- Yoga Tree Adventures
- RepairCare
- Canstruct

Prizes for our raffles were kindly donated by:

- Le Grande Bouffe
- Brays Books
- David Lawrence
- Mecca Cosmetics
- Bertoni's

## Parties – Natalie Britton

### LNSP Party bookings

2014/2015	Bookings	Events/PH	Events PH	Saturdays Parties	Available Parties	
Oct-14	6		0	8	8	75%
Nov-14	9	WB	1	10	9	100%
Dec-14	4	XMAS	2	8	6	67%
Jan-15	5		0	10	10	50%
Feb-15	8		0	8	8	100%
Mar-15	6	WB, EASTER	2	8	6	100%
Apr-15	4	EASTER PH, ANZAC	4	8	4	100%
May-15	8	WB, MOTHERS DAY	2	10	8	100%
Jun-15	8		0	8	8	100%
Jul-15	8		0	8	8	100%
Aug-15	9	WB	1	10	9	100%
Sep-15	7	FATHERS DAY	1	8	7	100%
	<b>82</b>		<b>13</b>	<b>96</b>	<b>83</b>	
Total party dates available	96					
<b>TOTAL BOOKINGS</b>	<b>82</b>					85%

- We have two intakes of party booking openings a year. In July, we open the new financial year (October-March) and then in January, we open April – September to give members first opportunity to book party spots for their children. We have a high percentage of full members booking parties.

### Website

Our online booking system is working very well and everything is fairly seamless with bookings and payments and people are now adding in details that help the process greatly, like:

- Refund account details
- Membership number details
- We can open our calendar in advance 6 months when needed to help manage bookings.

Late 2014 we had a party bookings not utilised however currently we are fully booked to end Dec 15 and see that this shortfall will not exist for next year's income.

Managing feedback from neighbours with regards to noise from parties has been a focus with additional communications out to people who have booked a party.