

## **PRESIDENT'S REPORT by Genevieve McAulay (in brief)**

It gives me great pleasure to present my first Presidents report for the financial year of 2008/2009 for the Rural Press Club Queensland.

I took over the role as president at the last AGM from Jane Milburn who had three years as president and a long eight year involvement. Jane played an active role during her time in increasing the club's membership and profile and was instrumental in the setting up of the website. Given such a strong platform to leverage off it gave the new committee an opportunity to build on this successful formula.

In 2007/08 a strategic planning session by Kay Pearse established an action plan for 2008/09 as a mechanism for judging the performance of the club over the year.

The current committee (since September 2008) has been working to achieve a majority of these 12 key items on the action plan (listed below) and I am pleased to report we are well advanced in achieving these goals

<b>Action Plan</b>
1. Hold ten quality events in 2008/09 that attract an average of 100 people per event
2. Hold at least one out of town event
3. Investigate ways to look at the ongoing development and use of the website
4. Follow-up corporate members and identify why they do not renew
5. Investigate the acceptance of credit cards for membership and events payment
6. Work to encourage and retain corporate members that add to Club profile and activities
7. Establish a corporate governance policy
8. Update and abide by the Constitution
9. Evaluate the performance of the Executive Committee and update the Strategic Plan within three months of the AGM
10. Establish a robust reporting system
11. Investigate the issue of public liability insurance so we are clear on if and when we need insurance
12. On an annual basis, where funds permit, the Club will fund a range of activities which support the activities of the Club including Awards, Creative ventures, charitable expenditure and scholarships

## During 2008/09 we hosted 11 events (as below)

Beef's Board Games	25- Jun-09	Brett Heading
Fertilisers Rollercoaster Ride	22 May 09	Gary Brinkworth
The Rise and Rise of Ken Warriner	7 May 09	Ken Warriner
World Food Crisis - How Australia is responding	23- Apr-09	Dr Denis Blight
Financial melt down	17 Mar 09	Keith De Lacy
Agriculture and mining	13 Feb 09	Hewitt/Wilson
Surviving Hendra	13- Nov-08	David Lovell/ Dr Linfa Wang
Putting his money where his mouth is	22- Oct-08	Peter Corish
Springborg rounds up the mob	10- Sep-08	Lawrence Springborg
Shaping the landscape for agriculture	07- Aug-08	Minister Tony Burke
Shooting from the lip and across the range	25- Jul-08	Senator Hefferenan

This year the club introduced its Excellence in Rural Journalism Award open to broadcast and print media. The inaugural winner was Pip Courtney of Landline Pip won a return airfare and conference registration for the International Federation of Agricultural Journalists World Congress in Fort Worth Texas which ran from July 30 to August 5. Pips entry was a television segment on a major expansion of the Queensland peanut industry into the Northern Territory. During her time away Pip ran a blog which was linked to the Rural Press Club website so that people could follow her travels. Pip will have an opportunity to talk about her experience at the November Christmas lunch scheduled for November 12<sup>th</sup>.

Other finalists were Brad Cooper, Good Fruit and Vegetables magazine and Cathy McLeish, ABC Stateline. Brad won \$500 for best print entry.

Judges for the Queensland award were:

Blair Chadwick, formerly of Queensland Country Life and the Department of Primary Industries and Fisheries; Edwina Clowes, former presenter of ABC Country Hour and Tony Koch a reporter with The Australian newspaper.

**The Judges comments** -The entries were generally of a good standard, particularly those from the television broadcast sector. However, more emphasis needs to be placed on attracting high quality news and feature print media entries from across the State. That means journalists and editors supporting the competition by selecting and earmarking entries

throughout the year. The lack of entries from the radio sector which makes an enormous contribution to the rural sector in Queensland was disappointing.

We also ran our photographic award which this year was won by Chris Ison from Rockhampton. Chris is Chief Photographer at The Morning Bulletin which published his photo of competitor Rick Young taken at the Paradise Lagoons Campdraft. The award carries prize money of \$500 and a certificate. A presentation was made to Chris at the Rural Press Club breakfast held in Rockhampton as part Beef Week 2009. Runner-up was Townsville Bulletin photographer Evan Morgan with a photo of camels in the sunset at Hughenden

### **Promotional Items**

This financial year we introduced club ties and pins. These can be purchased through the website and at meetings and are also used as gifts for speakers. Previously we had given pens and coffee mugs but it was felt the corporate tie and pin would appeal to members and guests

.