



CREATIVE CLUNES

ANNUAL GENERAL REPORT 2021



Chair's report to the Creative Clunes 2021 AGM

People

The end of the 2020 calendar-year proved to be a time of considerable upheaval for Creative Clunes. The effects of COVID-19 undoubtedly played a part in the turmoil. The Clunes Booktown Festival, having been the core focus of Creative Clunes for many years, was facing a potential lockdown for the second year in a row. However, challenges within our organisational culture and governance also undoubtedly contributed to the difficulties and resulted in a high turnover of staff and board members.

On behalf of the board of Creative Clunes, I would like to acknowledge the significant contribution of former staff and board members.

The Creative Clunes Board would like to acknowledge the ongoing support of Sharon Hughes, our Administration and Marketing Coordinator, whose skills and expertise are adeptly applied and who went over and beyond during a period of upheaval and transformation. Sharon has provided vital continuity.

Just in the nick-of-time for the 2021 *Turn the Page* festival, we brought in the assistance of Suzi Cordell as Event Producer. Suzi commenced in April, and expertly led the delivery of *Turn the Page* with an incredibly short lead time. Suzi provided a great deal of reassurance to the board as we worked to re-stabilise the organisation. In the 2021-2022 financial year, Suzi has since been appointed as a Creative Producer and the Board is delighted to continue our work with her.

Funding received from Creative Victoria in June 2021 gave us the confidence to carry out recruitment of a new CEO role, with a joint position being offered to Sue Beal and Jon Hawkes in August 2021.

Organisational and Strategic development

Following the sudden departure of key staff and board members between December 2020 and March 2021, Creative Clunes procured an external review of its organisational culture and governance. In completing this review, Sofia Adams from Press Pause Now, and has provided a clear pathway to integrating strong organisational culture and addressing key governance issues.

Sofia also conducted a visioning workshop with Creative Clunes Board and Staff, that helped to establish a framework from which to build a new strategic plan. In the current financial year, we have developed this new strategy based on this vital work and look forward to developing an implementation plan in coming months. Our refined purpose, vision, mission, and values are presented on the next page and our new Strategic Plan will be available to view at the 2020-2021 AGM.



CREATIVE CLUNES

ANNUAL GENERAL REPORT 2021



Purpose	Creative Clunes aims to connect, inspire and engage communities through books and story			<i>Our purpose describes our reason for existing in the world</i>	
Vision	Creative Clunes is a vibrant rural hub that supports making, telling and sharing stories in all art forms			<i>Our vision articulates our hopes for our organisation for the future</i>	
Mission	<p>We will develop a focused network through which writers and other arts practitioners can be supported, seed ideas and collaborate. Through the exchange of stories, we build regional identity and wellbeing, empowering community to respond to environmental, social, cultural and economic challenges.</p> <p>We support stories to emerge from individuals or from collaborations, across artforms and in diverse media (from podcasting to quilting) and from folk of all ages, genders, abilities and backgrounds.</p>			<i>Our mission describes how we will work towards our purpose and vision.</i>	
Values	<p>Collaborative</p> <p>We partner with the arts community, with individuals and organisations, working together to deliver impactful programs.</p>	<p>Equitable</p> <p>We are committed to equitable access to arts for our collaborators, presenters, and our audiences.</p>	<p>Joyful</p> <p>We approach our work and our communities with joy in our hearts.</p>	<p>Responsive</p> <p>We actively work with our community creatives to address the challenges and opportunities of our time and place.</p>	<i>Our values describe who we are as an organisation. We put these into practice in everything we do.</i>

Looking forward

As we focus on the current financial year and beyond, we are determined to further strengthen the organization both in its culture and its governance. We are committed to deeply ingraining our organisational values into our culture to become a *collaborative, equitable, joyful* and *responsive* organisation. We are embarking on a range of community engagement activities, such as an open day in December, and a range of workshops and meetings with local artists to build future opportunities to work together. We are committed to renewing efforts to establish the Clunes Railway Station as a creative cultural hub for Clunes. We are working to develop a partnership between Bookclubs Hub and Australia Reads. We are actively working on programs to build on the successes of Booktown whilst broadening our program to engage with the arts more broadly through story.

Acknowledgments

I offer my sincere thanks to our community including our members, and our volunteers for their ongoing support of Creative Clunes. I would also express thanks to the broader community that makes up our audience. The very core of our focus and our reason for being is for our communities; be they local, visitors, online viewers or international.

Dr Ember Parkin
16/11/21



CEO's report to the Creative Clunes 2021 AGM

My partner and I were appointed to a 3 day a week job share three months ago. It has been an intense learning period for both of us since then, complicated by the fact that nearly all of it has been during lockdown.

Our introduction to the organisation has been wonderfully facilitated by the Board, led by Ember Parkin, Sharon Hughes, our Administrator & Marketing Coordinator and, more recently our Creative Producer, Suzi Cordell.

Upon starting, we had three urgent issues that required immediate attention:

- Creative Victoria's Creative Enterprises Program (CEP) application for four-year funding (closing date September 15)
- 20/21 audit
- Confirming a staffing structure that would optimise our capacity to prepare and implement the 2022 program

CEP grant application

Getting this completed was an intense collaborative effort. The application required us to demonstrate how Creative Clunes would address the priorities of the funding agency, to articulate our vision and strategies for the next four years, and to present notional programs and budgets for upcoming period. That we managed to do this was due in no small part to the efforts of Board members and Sharon Hughes.

20/21 audit

This has been completed and is tabled at this meeting. It shows that Creative Clunes is in a great position to move into the future. We achieved a surplus of nearly \$87,000 in 20/21, meaning that we now have retained earnings of \$145,000.

Staffing

With the CEO and Administrator positions locked in, the remaining piece of the jigsaw was to confirm Suzi Cordell as Creative Producer. Suzi was commissioned by Creative Clunes to implement the 2021 *Booktown Festival* – that was successfully transformed into *Turn the Page*. She did such a spectacular job ensuring that there was a continuing program through the pandemic that her agreement to return to work with us is a joy.

20/21 program

I'm not really familiar enough with the Creative Clunes program from 1/7/20 to 30/6/21 to be able to make an informed report. However, Suzi Cordell was there then and is here now so she's kindly agreed to provide an overview.

What is clear is that it has been one hell of a ride. The organisation has had to negotiate both internal and external difficulties that would have debilitated a less committed and energetic group.

Along with program delivery, Creative Clunes undertook some serious soul-searching during this time. We reported on this as part of the CEP application. Here is what we told them:

Organisational Review

In early 2021, CC commissioned an organisational review to examine every aspect of CC's operations. The review appraised and made recommendations concerning CC's culture, governance, management, programming methodology, volunteer processes, partnership strategies and the structure of the organisation.

The review's assessment of the organisation was largely positive, and the report provided an 18-month timeline to shape and strengthen CC's governance and will set CC up to be leading best practice for small, NFP cultural organisations. While changeover of Board and staff members has slowed progress on the implementation of the recommendations in the report, the directions and methodologies proposed have been wholeheartedly embraced by the Board and staff.

Visioning Workshop

A visioning workshop took place with the Board and staff in May 2021. Arising from this, a range of issues emerged that will be addressed over the next three months. These include:

- Developing more effective strategies for engaging with young people
- The extension of storytelling practices beyond the book. In the first instance to include other language-based modes – poetry, song-writing, playwriting. Then into performance – poetry slams, yarn spinning, stand-up, singing, verbatim theatre. And then beyond the word – dance, music, physical theatre, sound art. And ultimately into the realm of the object – quilting and other crafts, public sculpture, street art, public lighting and projection ... It should be noted that in all these contexts CC will operate not as the creative instigator but as the facilitator of such activities.
- Extending CC's engagement with local arts practitioners – both in terms of their potential interest in participating in CC projects but also in them becoming aware of CC's interest in supporting their dreams
- Building connections with the Dja Dja Wurrung people
- Exploring the possibility of residential programs and individual residencies
- Rethinking the role of the book – from book sculpture to DIY manuals – for example, connecting specialist publishing areas with the actual practice (for example a chef does master classes along with a book signing) and designing book fairs and panel discussions that focus on particular themes, for example rare collectibles, crime novels, Australian local histories, children's books, romance, books made into films ...



- Creative relations with sponsors – designing activities that directly connect with the function of a potential business partner
- Expanding the use of spaces around Clunes
- Supporting the expression and recording of local histories
- Developing processes for more effective and continuing exchange and consultation with the wider community
- Extending relationships with Local Government, both in terms of others adjacent to Hepburn Shire but also with the divisions inside these agencies; for example, CC has excellent connections with the Business & Tourism section at Hepburn Shire but CC needs to be build closer connections with arts and cultural divisions and sections responsible for other areas
- Extending relationships with NGOs with state-wide purviews – Regional Arts Victoria, Cultural Development Network, Kids Own Publishing, Community Music Victoria, Express Media, etc

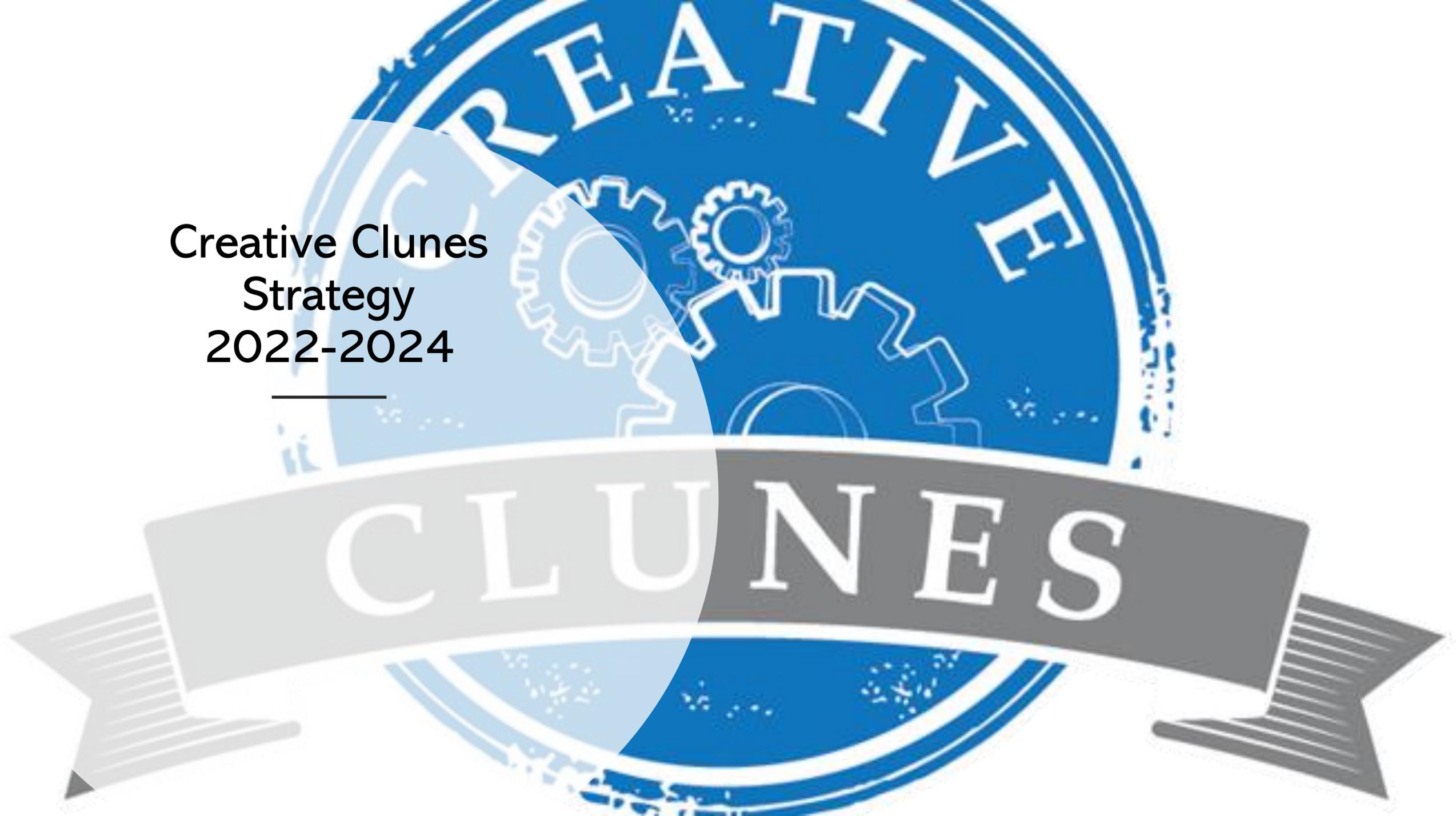
Strategic Plan

The most immediate result of the Visioning Workshop was the development of a new mission statement and strategic plan. This is attached.

IN CONCLUSION

The 2022 program is well established and we look forward to Creative Clunes continuing to be an essential element in the cultural development of Clunes and surrounds.

Sue Beal
16/11/21

The logo for Creative Clunes is a circular emblem. The top half of the circle is blue with the word "CREATIVE" in white, serif, uppercase letters. The bottom half is white with the word "CLUNES" in blue, serif, uppercase letters. In the center, there are three interlocking gears of different sizes, rendered in white outlines. A grey banner with a white border curves across the bottom of the circle, containing the word "CLUNES" in white, serif, uppercase letters. The entire logo is set against a white background.

**Creative Clunes
Strategy
2022-2024**

CLUNES

Purpose

Creative Clunes aims to connect, inspire and engage communities through books and story

Our purpose describes our reason for existing in the world

Vision

Creative Clunes is a vibrant rural hub that supports making, telling and sharing stories in all art forms

Our vision articulates our hopes for our organisation for the future

Mission

Creative Clunes will develop a focused network through which writers and other arts practitioners are supported, seed ideas and collaborate. Through the exchange of stories, we build regional identity and wellbeing, empowering community to respond to environmental, social, cultural and economic challenges.

We encourage stories to emerge from individuals or from collaborations, across artforms and in diverse media (from podcasting to quilting) and from folk of all ages, genders, abilities and backgrounds.

Our mission describes how we will work towards our purpose and vision.

Values

Collaborative

We partner with the arts community, with individuals and organisations, working together to deliver impactful programs.

Equitable

We are committed to equitable access to arts for our collaborators, presenters, and our audiences.

Joyful

We approach our work and our communities with joy in our hearts.

Responsive

We actively work with our community creatives to address the challenges and opportunities of our time and place.

Our values describe who we are as an organisation. We put these into practice in everything we do.

Who will we reach?

Our Community

Creative Clunes will play a fundamental role in building on and developing a local culture that is creatively active. One in which the arts and arts practitioners are recognised, welcomed, and appreciated; and in which local community are invited and empowered to take part.

Creatives

Creative Clunes will be a support base for local and regional arts practitioners. We will facilitate their efforts to make meaningful connections with their surroundings and to make a life for themselves through their work.

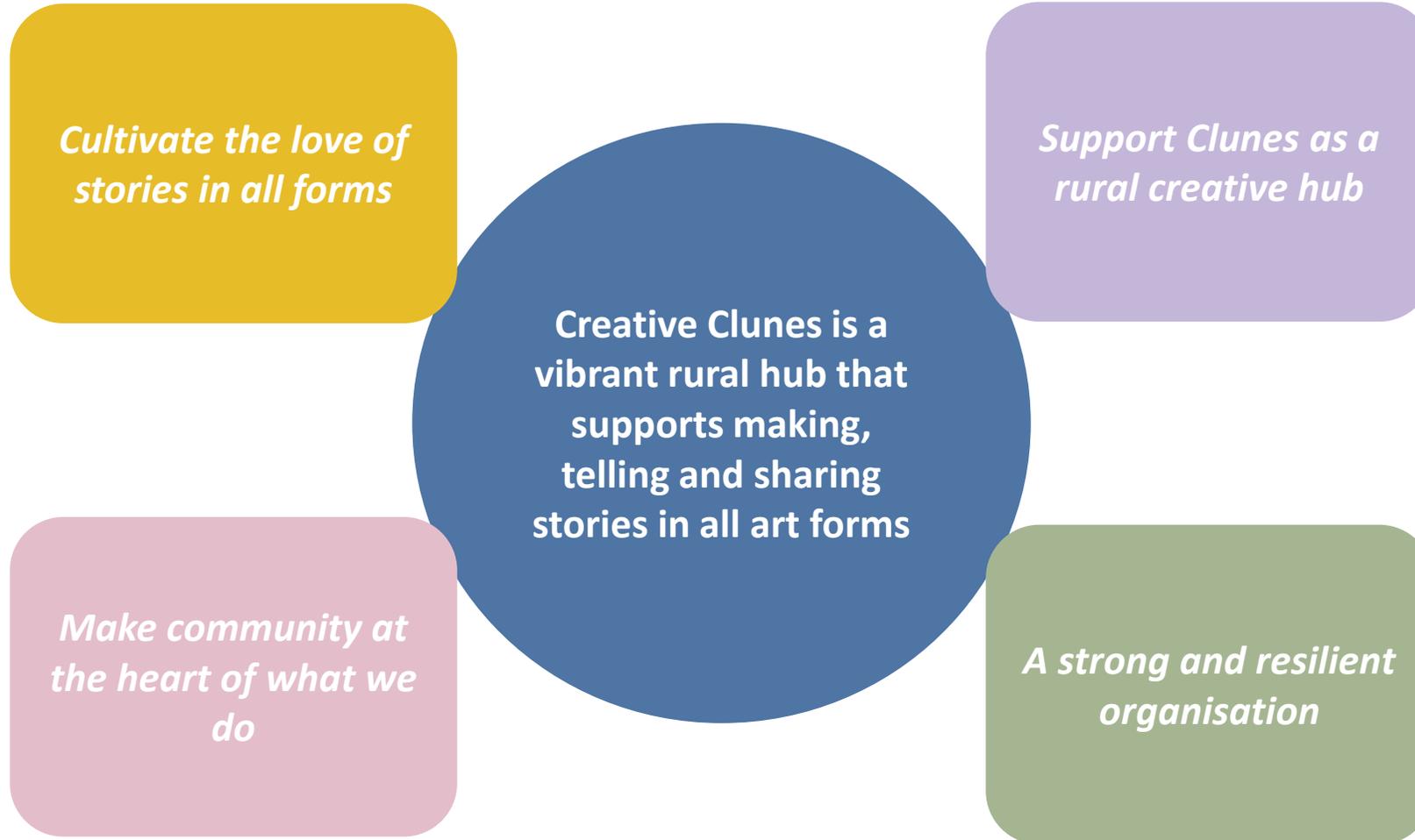
Visitors to Clunes

Creative Clunes will support showcasing Clunes to visitors through our cultural program. Booktown Festival will continue to be positioned as a premier regional cultural event, contributing to the economic development of the region.

Lovers of books

Creative Clunes will continue to engage with national and global book-loving audiences. We will leverage our strong online and social media presence, online events, video and audio productions. We will embrace other opportunities and partnerships as they arise.

Our four strategic pillars



Strategic objectives

Strategic
Pillar

*Cultivate the love of
stories in all forms*

Continue to deliver Clunes
Booktown Festival and build on
its successes.

Test new ideas and innovations;
implement and adapt those
that are successful.

*Make community at
the heart of what we
do*

Work extensively with diverse
communities to develop
meaningful and engaging
programs.

Volunteers are the bedrock of
our organisation. Continue to
honour their contribution and
further develop our ways of
providing an enriching
volunteer environment.

*Support Clunes as a
rural creative hub*

Further develop Creative
Clunes Railway Station as a
rural cultural hub.

Become an anchor for rural
creatives and creativity.

*Maintain a strong and
resilient organisation*

Be flexible, connected and
resilient.

Make sure that our board, staff
and volunteers come together
in a spirit of co-operation,
common purpose and joy.

Strategic
objectives



Creative Producers report to the Creative Clunes 2021 AGM

Creative Clunes has had a year of transitions and of adjustments, and of collaborative creative thinking to plan and work a viable and exciting program, involving sometimes the disappointments of event cancellations, and pivoting online when necessary. Working with covid restrictions and staff changes, Creative Clunes also had the opportunity to embrace creative solutions, try new ideas and programming and to reflect on our learnings that will take us well into the future.

2020: July – December: Booktown on Sundays moved five sessions to online platform, with excellent attendances and feedback, and a very successful children’s science session with Dr Karl Kruszelnicki.

2021:

- January, February, March – a transitional time at Creative Clunes – with staff and board members moving onto other ventures and a creative program needing to adjust to Covid restrictions beyond our control. Covid meant a relook and transition of Clunes Booktown Festival to become a smaller Turn the Page Festival without a street closure, originally intended to run across the month of May.
- February - Book Town on Sundays online: Mature and Marvellous in conversation.
- April / May - I landed in Clunes and hit the floor running, with the expert help of Sharon Hughes Administrator and Marketing, who had been holding down the fort for some months. Programming, marketing, publicity through House of Webb, a small but dedicated hard working logistics team, a Safety and Covid Officer brought on to ensure a covid safe festival, local volunteers recruited and covid trained - all were engaged, and we were ready to go for the month of May.
 - Turn the Page – intended and planned originally as a month-long celebration of the book and reading to take place across 3 weekends.
First Weekend – Turn the Page Opened event with smoking ceremony and Welcome to Country by Dja dja Wurrung Aunty Paulie Ugle. Author’s Talks were held in Town Hall and Attitude Building. Local Popup Bookshops, entertainment in street and book sales were held in Warehouse building. Over 1000 people enjoyed the relaxed atmosphere and stimulating book discussions.
 - Second Weekend Skills Development postponed to October, and further postponed rolling out as a series of online video and expert panel events as Life Cycle of the Book.
 - Third Book Club Hubs weekend, again cancelled due to lockdown and pivoted to a series of online offerings during lockdown (see below)
- June and July
 - Four Book Club Hubs online sessions provided an opportunity for our audience in lockdown to participate. This is the first time these sessions have been offered on this platform, with most being well attended. Some session saw audience joining in from interstate.



- Reconciliation storytelling event – with Maya Coff from Nalderun Youth program, postponed due to lockdown
- Booktown on Sundays – sold out online – Keith Banks, Chaired by Leslie Falkiner Rose
- Naidoc Week – Maya Coff Storytelling - Tarrengower and Lalgambook and Jaara learning activities for young ones, held across four Hepburn Libraries; Clunes, Creswick, Daylesford, and Trentham.

Looking forward: July 2021 - 2022 rolling lockdowns meant creative program was a moving feast during 2021.

August - September:

- Creative Clunes took the opportunity to relook at planned programming for the remainder of 2021 into 2022.

October:

- Booktown on Sunday and Authors Online Series - Graeme Simson and Anna Buist.
- Ceramics Awards postponed until October 2022 due to Covid restrictions

November: A big start to Nov with:

- Visioning and Planning workshop for Booktown Festival 2022 and programming.
- Community Engagement Activity: Book Launch in partnership with Clunes Neighbourhood House and Attitude - Tess Brady's "sometimes true" History of Booktown introducing Sue Beal and Jon Hawkes.
- Final Authors Online Series for 2021: Lucia Osborne Crowley and Chris (readings) My Body Keeps Your Secrets
- Life Cycle of the Book Series will continue online with an expert panel around Writing & Editing to conclude our 2021 programming.

December:

- Creative Clunes Open Day and Community consultation - to be held in our office, The Railway Station. Family and community afternoon with all invited. Looking forward into the '22 Booktown Festival with suggestions and feedback from community.

Programming and plans for 2022:

- Creative Clunes aims to be a Creative Hub, connecting and inspiring communities through books and story. 2022 planning and programming is working on a collaborative model, to support artists and community to exchange stories through various art forms.



- We are offering options that reflect and build a regional profile, building relationships with local Jaara community and presenting both face to face and hybrid events, with the ability to pivot online where necessary.
- Monthly from February: Life Cycle of the Book: Building on the success of our online offers in '21, we will keep the online format for Life Cycle of the Book, short films, and online series during 2022, with opportunities for personal skills development sessions during the year. Topics will include Book Design and Layout, Understanding Printing, Embracing the Digital World, Marketing and Sales.

Monthly Book Town on Sundays and Author's Talks Series – beginning February, bringing artists and community together to discuss the big ideas.

Outdoor Activation – January – community day for kids and families and community. Align with Neighbourhood house TBC

The Clunes Booktown Festival will return in a covid safe event weekend – 30 April – 1 May '22

Creative Program for young people, also mentorship, interns etc.

Poetry Month

NAIDOC week celebrations to include storytelling and community engagement

Book Week

Ceramics Awards

Celebrating traditional and building new partnerships – a continual work in progress.

- Hepburn Shire Council and Creative Victoria as major funders
- Clunes Neighbourhood House partnering with Creative Clunes to produce:
 - Supporting monthly book talks at BOOM
 - Audio Trail – QR codes and history – including Clunes Railway, Creative Clunes offices.
- RACV
- Wesley at Clunes
- International Organisation of Booktowns
- McPherson's Printing Group
- Readings
- V/Line
- VicTrack

Suzi Cordell
16/11/21



Creative Clunes Inc - Treasurer's Report

Financial Year 2020/2021

Summary

The Accounts as presented are the final Accounts for the Financial Year 2021. Due to my appointment to the Board as Treasurer in September 2021, the notes below reflect my observations of the period.

The ongoing impacts of Covid-19 were experienced throughout the year leading to alternative programs and their methods of delivery, together with a focus on refreshing our strategy which is aimed at securing our long-term relevance and future.

Creative Clunes ended the 2021 financial year in a very strong position, with a surplus of \$86,694.00 (compared to a surplus of \$13,345.00 in 2020) displaying sound financial control and management through a somewhat difficult period.

Major contributors to the surplus include the considerable, generous support from Creative Victoria, plus the Federal Governments Job Keeper payments in response to COVID-19, without which, we would be in a very different position. This additional funding helped to stabilise Creative Clunes whilst providing confidence to retain and recruit key staff hires and develop programs in an uncertain environment during the global pandemic.

Creative Clunes gratefully acknowledge all of our sponsors and funding partners for the 2020-2021 year, including Visit Victoria, Hepburn Shire and Creative Victoria. We also achieved substantial support from three private donors equalling \$15,500; and a further \$5,150 from Falkiner-Ruffin Foundation. These philanthropic donations provided buoyancy at a crucial time.

Expenses

In line with pandemic related stimulus payments received from the Victorian Government, which included grants to support online content creation and organisational reviews, the year saw expenses increase over the year. Creative Clunes used these stimulus payments to fund an organisation review, build video and online programs and the live event "Turn the page", held in Clunes.

Auditor Resignation & Appointment

Due to the resignation of the Auditor Seery Hill Accountants, 216 Creswick Road, Ballarat Vic, 3350 received on August 13th, 2021, Creative Clunes appointed E. Townsend & Co., 15 Taylor St, Ashburton, VIC 3147 as Auditor for the 2021 year.

It is recommended E. Townsend & Co., 15 Taylor St, Ashburton, VIC 3147 be appointed Auditor for the 2021/2022 Financial Year during this AGM.



Challenges ahead

Whilst Creative Clunes commences the 21/22 year with an exciting surplus, it should be recognised that Creative Clunes is a recipient of the Organisation Investment Program, with an annual grant to the value of \$60,000.00 funded by the Victorian Government, will be in its final year of funding during the 21/22 year.

The program has been replaced by the Victorian Governments Creative Enterprises Program, with an increased annual contribution of \$100,000.00. Creative Clunes has submitted their application for this grant and expect to be advised of the outcome in December 2021.

Should Creative Clunes be overlooked as a recipient of these funds, alternative sources of funding must be explored to mitigate depleting funds on hand and allow greater success for the years 22/23 and beyond.

Opportunities

Creative Clunes will benefit immensely from a return to pre Covid-19 levels of support including donations and ticket sales for both in person and online events together with the evolution of programs which were implemented or created as a result of the pandemic and the refreshed strategy.

Andy Reid
17 / 11/ 21

**CREATIVE CLUNES
ABN: 43 846 959 541**

**FINANCIAL REPORT FOR THE YEAR
ENDED 30th JUNE 2021**

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Creative Clunes

COMMITTEE'S REPORT

Your Committee members present this report of Creative Clunes for the year ended 30th June 2021.

Committee Members

The names of Committee members throughout the year and at the date of this report are:

Ember Parkin	Chair and Current Board Member appointed Chair 22 nd October 2020
Kadir Hussein	Secretary and Current Board Member appointed 19 th April 2021
Andrew Reid	Treasurer and Current Board Member appointed 19 th August 2021
Richard Gilbert	Current Board Member since 2008
Leslie Falkiner-Rose	Current Board Member - appointed Treasurer 26 th January 2021/Resigned as Treasurer 17 th July 2021
Jeremy Harper	Elected to Board 22 nd October 2020 – appointed Secretary 22 nd February 2021/Resigned as Secretary 19 th April 2021
John Griffin	Elected to the Board 22 nd October 2020
Christine O'Donnell	Former Board Member & Treasurer/ Resigned as Treasurer and from the Board 2 nd December 2020
Paul Fleckney	Elected to the Board 22 nd October 2020/Resigned from the Board 4 th January 2021
Kim McLelland	Elected to the Board 22 nd October 2020/Resigned from Board 4 th January 2021
Lois Nichols	Former Board Member Elected 22 nd October 2020/Sick Leave from 19 th January 2021/Resigned from Board 19 th April 2021
Eve Diamond	Former Board Member/appointed Treasurer 15 th December 2020/Resigned as Treasurer 26 th January 2021/Resigned from Board 18 th June 2021
Cora Trevarthen	Former Board Member-Elected as Board Member 22 nd October 2020/Appointed Secretary 17 th November 2020/Resigned from Board 17 th February 2021

Creative Clunes

Principal Activities

Operation of the Clunes Book activities.

Significant Changes

No significant change in the nature of these activities occurred during the year.

OPERATING RESULT

The surplus (deficit) for the year ended 30th June 2021 amounted to \$86,694. The surplus for the year to 30th June 2020 was \$13,345 . There were no abnormal items.

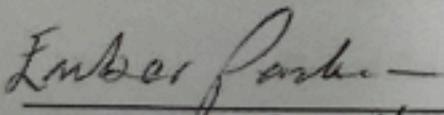
Events Prior to and After the Balance Date

The Covid-19 Pandemic has since, March 2020 restricted the Associations operating in their normal manner which has reduced the entity's operating income and expenditure turnover however Victorian government Covid-19 funding relief has improved the surplus.

No other matters have arisen since the end of the financial year which significantly affected or may significantly affect the operations of Creative Clunes , the results of those operations, or state of affairs in future financial years.

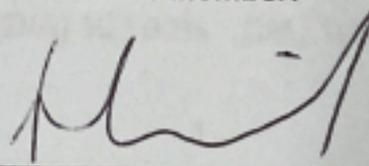
Signed in accordance with a resolution of the Members of the Committee

Committee Member:



Dated this day *15* of *November* 2021

Committee Member:



Creative Clunes

STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME

FOR THE YEAR ENDED 30th JUNE 2021

INCOME	NOTES	2021	2020
		\$	\$
Corporate Sponsorship		0	21,441
Donations		21,360	56,310
Badge Sales		0	(4,500)
Merchandise Sales		7,110	586
Grants – Income	2	251,924	73,643
Local Trader Sponsorship		0	0
Membership Fees		295	370
Site Fees – Booktraders – On Line Fee		272	545
Site Fees – Food		0	0
Sun Selection Books & Drinks		0	1,095
Miscellaneous Income		0	483
Ticket Sales Booktown		0	4,500
Ticket Sales Author Talks		0	1,170
Ticket Sales Gate		10,645	
In Kind Support		0	0
CCA – Sales		0	8,480
Words in Winter		0	0
Entry Fees - - Ceramics Award		164	4,360
Interest Received		1	1
Jobkeeper Income		28,300	6,000
Non-assessable Stimulus Income		5,000	10,000
Assessable Stimulus Income		0	10,000
Anzac Grant Balance Carried Forward		(6,000)	0
Ceramics Award Balance Carried Forward		(11,040)	0
TOTAL INCOME		308,030	194,485
EXPENSES			
Audit		1,400	1,400
Administration Assistant		5,614	19,378
Advertising and Promotion		6,798	9,046
Artist's Fees/ Creative Producer		13,990	21,904
Badges		0	3,385
Bookkeeping		818	0
Booktown Sunday Book Purchases		5,579	0
Bank Fees and Charges		285	240
Catering / Hospitality		586	1,377
Computers / Software		3,826	4,540
Consultants Fees		19,051	10,570

Creative Clunes

EXPENSES continued	NOTES	2021	2020
		\$	\$
Display & Signage		2,470	0
Design & Photography		8,343	7,113
Entertainers Fees		600	925
Equipment Purchases/ Hire		682	2,772
Filing Fees		0	170
Equipment		0	2,772
Insurance		4,117	3,779
Licences & Registrations		3,501	0
Legal Fees		2,500	0
Newsletter		1,103	0
Marketing & Promotion		11,000	0
Materials & Supplies		4,428	2,068
Office Expenses		1,836	8,945
Postage		209	759
Printing & Stationery		26	1,878
Rent		585	585
Security		0	2,800
Subscriptions / Membership Fees		777	698
Sundries		480	0
Sunday Selection Other Expenses		0	817
Superannuation		7,648	5,804
Telephone and Internet		871	895
Travel, Accommodation & Conference		3,165	2,914
Venue Hire		480	186
Videography		34,501	0
Volunteer Supplies / Catering		0	1,204
Utilities		3,454	0
Wages		58,945	61,100
Website Expenses		763	196
Workshop Fees		1,000	24
Writer's Fees		9,905	668
Total Expenses		221,336	181,140
Surplus from Ordinary Activities before Income Tax		86,694	13,345
Income Tax Revenue relating to Ordinary Activities		0	0
Net Surplus		86,694	13,345
Other Comprehensive Income		0	0
Net Surplus Attributable to the Association		86,694	13,345

The accompanying notes form part of these financial statements.

Creative Clunes

STATEMENT OF FINANCIAL POSITION

AS AT 30TH JUNE 2021

CURRENT ASSETS	NOTE	2021	2020
CASH ASSETS		\$	\$
Bendigo Club Cheque Account		205,354	49,317
Bendigo Cash Management Trading Account		492	482
Petty Cash		370	430
Clunes Ceramic Award		18,581	8,970
Words in Winter		470	470
TOTAL CASH ASSETS	3	225,267	59,669
CURRENT TAX ASSETS			
GST Payable Control Account		0	(11,265)
Input Tax Credit Control Account		0	6,957
GST Clearing		0	7,929
Net GST Asset		0	3,422
Sundry Debtors		5,563	0
TOTAL CURRENT ASSETS		230,830	63,091
NON CURRENT ASSETS			
RECEIVABLES	4		
Public Fund Internal Loan		816	180
TOTAL NON CURRENT ASSETS		816	180
TOTAL ASSETS		231,646	63,271
CURRENT LIABILITIES			
PAYABLES			
Unspent Grant Funds	6	50,640	0
Trade and Other Creditors	5	32,669	2,769
Employee Entitlements		3,396	2,255
TOTAL CURRENT LIABILITIES		86,705	5,024
NET ASSETS		144,941	58,247
Members' Funds			
Retained Earnings		58,247	44,902
Surplus (Deficit) for the year		86,694	13,345
TOTAL EQUITY		144,941	58,247

The accompanying notes form part of these financial statements.

**STATEMENT OF CHANGES IN EQUITY
FOR THE YEAR ENDED 30 JUNE 2021**

	Retained Earnings	Total Equity
Balance at end of financial year	44,902	44,902
2020		
Surplus (Deficit) for year ended	13,345	13,345
Balance at 30/06/2020	58,247	58,247
2021		
Surplus (Deficit) for the year ended	86,694	86,694
Balance at 30/06/2021	144,941	144,941

The accompanying notes form part of these financial statements.

**STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 30th JUNE 2021**

CASH FLOWS FROM OPERATING ACTIVITIES	Note	2021	2020
		\$	\$
Operating Receipts (Inc GST)		351,458	205,703
Payments to Suppliers (Inc GST)		(185,860)	(184,026)
NET CASH GENERATED (USED) BY OPERATING ACTIVITIES		165,598	21,677
CASH FLOWS FROM INVESTING ACTIVITIES			
Purchases of Property, Plant and Equipment		0	0
NET CASH GENERATED (USED) BY INVESTING ACTIVITIES		0	0
NET INCREASE (DECREASE) IN CASH HELD		165,598	21,677
Cash and Cash Equivalents at the beginning of the year		59,669	37,992
CASH AND CASH EQUIVALENTS AT THE END OF THE YEAR	3	225,267	59,669

The accompanying notes form part of these financial statements.

NOTES TO THE FINANCIAL STATEMENTS

The financial statements cover Creative Clunes a Not-for-profit entity. It is an association incorporated in Victoria under the Associations Incorporation Reform Act 2012 and registered with the Australian Charities and Not-for-profits Commission Act (ACNC) It is a not for profits charitable institution; as such it is exempt from income tax.

NOTE 1 SUMMARY OF SIGNIFICANT ACCOUNTING

ACCOUNTING POLICIES Basis of Preparation

The financial statements are special purpose financial statements that have been prepared to satisfy the financial reporting requirements of the Associations Incorporation Reform Act 2012 and the Australian Charities and Not-for-profits Commission Act (ACNC)

Australian Accounting Standards set out accounting policies that the AASB has concluded would result in financial statements containing relevant and reliable information about transactions, events and conditions. Material accounting policies adopted in the preparation of these financial statements are presented below and have been consistently applied unless otherwise stated.

New or amended Accounting Standards and Interpretations adopted

The incorporated association has adopted all of the new or amended Accounting Standards and Interpretations issued by the Australian Accounting Standards Board ('AASB') that are mandatory for the current reporting period.

AASB 15, AASB 1058 and AASB 16 were adopted using the modified retrospective approach and as such comparatives have not been restated. There was no impact on opening retained surplus as at the 1st January 2020

Any new or amended Accounting Standards or Interpretations that are not yet mandatory have not been early adopted.

Reporting basis and conventions

The financial statements have been prepared on an accruals basis and are based on historical costs modified where applicable by the measurement at fair value of selected non-current assets, financial assets and financial liabilities.

Revenue

Interest revenue is recognized on a proportional basis taking into account the interest rates applicable to the financial assets.

Revenue from the memberships and competitions is recognized when the contract performance is due.

All revenue is stated net of the amount of Goods and Services Tax (GST)

NOTES TO THE FINANCIAL STATEMENTS

Goods and Services Tax (GST)

Revenues, expenses and assets are recognized net of the amount of GST, except where the amount of GST incurred is not recoverable from the Australian Tax Office. In these circumstances, the GST is recognized as part of the cost of acquisition of the asset or as part of an item of the expense. Receivables and payables in the balance sheet are shown inclusive of GST.

Cash flows are presented in the cash flow statement on a gross basis, except for the GST component of investing and financing activities, which are disclosed as operating cash flows.

Comparative Figures

When required by Accounting Standards, comparative figures have been adjusted to conform to changes in presentation for the current financial year.

Critical Accounting Estimates and Judgments

The Committees evaluate estimates and judgments incorporated into the financial report based on historical knowledge and best available current information. Estimates assume a reasonable expectation of future events and are based on current trends and economic data, obtained both externally and within the group.

Key estimates — Impairment

The entity assesses impairment at each reporting date by evaluating conditions specific to the entity that may lead to impairment of assets. Where an impairment trigger exists, the recoverable amount of the asset is determined. Value-in-use calculations performed in assessing recoverable amounts incorporate a number a key estimates.

No impairment has been recognized in respect of this financial year.

Income Taxation

Charitable Sporting Institutions are exempt from income tax. Therefore no income tax is payable by the entity.

NOTES TO THE FINANCIAL STATEMENTS

Fair value

Fair value is determined based on current bid prices for all quoted investments. Valuation techniques are applied to determine the fair value for all unlisted securities, including recent arm's length transactions, reference to similar instruments and option pricing models.

Impairment

At each reporting date, the entity assesses whether there is objective evidence that a financial instrument has been impaired. In the case of available-for-sale financial instruments, a prolonged decline in the value of the instrument is considered to determine whether impairment has arisen. Impairment losses are recognized in the income statement.

As a not-for-profit entity the value in use of an asset may be equivalent to the depreciated replacement cost of that asset when the future economic benefits of the asset is not primarily dependent on the asset's ability to generate net cash inflows and where the entity would, if deprived of the asset, replace its remaining future economic benefits

Provisions

Provisions are recognized when the entity has a legal or constructive obligation, as a result of past events, for which it is probable that an outflow of economic benefits will result and that outflow can be reliably measured.

Cash and Cash Equivalents

Cash and cash equivalents include cash on hand, deposits held at call with banks, other short-term highly liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within short-term borrowings in current liabilities on the balance sheet.

Creative Clunes

NOTES TO THE FINANCIAL STATEMENTS

NOTE 2 REVENUE & EXPENSE ITEMS

GRANT INCOME	2021	2020
Creative Victoria - Operational	60,000	73,643
Creative Victoria -Strategic Initiative Fund No 2	46,500	0
Creative Victoria -Strategic Initiative Fund No 3	81,774	0
Creative Victoria -Strategic Initiative Fund No 4	70,000	0
Balance of Strategic Initiative Fund No 3 Carried Forward	(23,600)	0
Total Creative Victoria Strategic Initiative Fund	234,674	0
Hepburn Shire Council	17,250	0
Total Grant Income	251,924	73,643

(a) *Net Surplus has been determined after*

	2021	2020
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Remuneration of the auditor E Townsend & Co during the period for:

- audit the financial report (2020 Seery Hill Accountants)	950.00	1,400.00
- prepare the financial accounts	650.00	0

TOTAL REMUNERATION	1,600.00	1,400.00
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Net loss on disposal of property, plant and equipment	0	0
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(c) <i>Finance expenses</i>	0	0
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Creative Clunes

NOTES TO THE FINANCIAL STATEMENTS

NOTE 3 CASH AND CASH EQUIVALENTS

	2021	2020
	\$	\$

Reconciliation of cash

Cash at the end of the financial period as shown in the cash flow statement is reconciled to the related items in the statement of financial position as follows:

Current Assets

Cash at Bank	225,267	59,669
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NOTE 4 OTHER RECEIVABLES

Non Current

Public Fund Internal Loan	816	180
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Total other receivables	816	180
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NOTE 5 TRADE AND OTHER PAYABLES

Trade and Other Creditors	32,669	2,769
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NOTE 6 UNSPENT GRANTS

Ceramic Award Balance Carried Forward	21,040	0
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Anzac Grant Department of Comm & Arts	6,000	0
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Creative Victoria Strategic Initiative Fund Grant Fund No 3 C/Fwd	23,600	0
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Total Unspent Grants	50,640	0
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NOTE 7 CONTINGENT LIABILITIES & CONTINGENT ASSETS

Estimates of the potential financial effect of contingent liabilities that may become payable are: No contingent Liabilities or Assets exist.

NOTE 8 EVENTS PRIOR TO AND AFTER THE BALANCE SHEET DATE - COVID -19 Pandemic

The Covid-19 Pandemic has since March 2020 restricted the Associations operating in their normal manner which has substantially reduced the entity's operating income however the Victorian government Covid-19 relief has greatly assisted the organisation's operations for the year ending 30th June 2021. Apart from these restrictions there have been no material non-adjusting events after the reporting date, nor has any information been received about conditions at reporting date that have not been included in this report.

NOTES TO THE FINANCIAL STATEMENTS

NOTE 9 CASH FLOW INFORMATION

Reconciliation of cash flow from operations to surplus (deficit) for the year to 30th June 2021

	2021	2020
Surplus for the year	86,694	13,345
Add back non-cash items		
Depreciation	0	0
	0	0
Changes in Assets and Liabilities		
Increase (Decrease) in Unspent Grants	50,640	0
Increase (Decrease) in Employee Entitlements	1,141	861
(Increase) Decrease in Trade & Other Receivables	(6,199)	0
Increase (Decrease) in Trade and Other Payables	29,900	1,002
Increase (Decrease) in GST Payable (Receivable)	3,422	6,469
NET CASH GENERATED (USED) BY OPERATING ACTIVITIES	165,598	21,677

NOTE 10 RELATED PARTY TRANSACTIONS

Transactions with related parties

There were no transactions with related parties during the current and previous financial year

Receivable from and payable to related parties

There were no receivables from or trade payables to related parties at the current and previous reporting date.

Loans to/from related parties

There were no loans to or from related parties at the current and previous reporting date.

NOTES TO THE FINANCIAL STATEMENTS

NOTE 10 ASSOCIATION DETAILS

The registered office of the association is:

70 Service Street

CLUNES VIC 3370

The principal address is the same as the registered office.

INDEPENDENT AUDITOR'S REPORT

To the members of Creative Clunes

Opinion

I have audited the financial report of Creative Clunes (the Entity) which comprises the Statement of Financial Position as at 30th June 2021, the Statement of Profit or loss and Other Comprehensive Income, Statement of Changes in Equity, and the Statement of Cash Flows for the year then ended, notes to the financial statements including a summary of significant accounting policies and the declaration by those charged with governance.

In my opinion, the accompanying financial report of the registered entity is in accordance with Division 60 of the Australian Charities and Not-for-profits Commission Act 2021 (the ACNC Act) including;

1. giving a true and fair view of the Registered Entity's financial position as at 30th June 2021 and of its financial performance for the year then ended; and
2. complying with Australian Accounting Standards to the extent described in Note 1 and Division 60 of the Australian Charities and Not-for-profits Commission Regulation 2013.

Basis for Opinion

I conducted my audit in accordance with Australian Auditing Standards. My responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Report section of my report. I am independent of the Entity in accordance with the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110 Code of Ethics for Professional Accountants (the Code) that are relevant to my audit of the financial report in Australia. I have also fulfilled my other ethical responsibilities in accordance with the Code. I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my opinion.

Emphasis of Matter – Basis of Accounting

We draw attention to Note 1 to the financial report, which describes the basis of accounting. The financial report has been prepared for the fulfilling the Registered Entity's financial reporting responsibilities under the Australian Charities and Not-for-profits Commission Act 2012. As a result, the financial report may not be suitable for another purpose. Our opinion is not modified in respect of this matter.

Emphasis of Matter – Effects of Covid-19 Pandemic

We draw attention to Note 8 to the financial report, which describes the impacts of Covid-19 and the resulting government enforced closures and social distancing restrictions on the entity's financial results and ongoing trading environment. Our opinion is not modified in respect of this matter.

Responsibilities of Management and Those Charged with Governance for the Financial Report

Management is responsible for the preparation and fair presentation of the financial report in accordance with Australian Accounting Standards and for such internal control as management determines is necessary to enable the preparation of the financial report that is free from material misstatement, whether due to fraud or error.

In preparing the financial report management is responsible for assessing the Entity's ability to continue as a going concern, disclosing as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Entity or to cease operations, or has no realistic alternative but to do so.

INDEPENDENT AUDITOR'S REPORT

To the members of Creative Clunes

Opinion

I have audited the financial report of Creative Clunes (the Entity) which comprises the Statement of Financial Position as at 30th June 2021, the Statement of Profit or loss and Other Comprehensive Income, Statement of Changes in Equity, and the Statement of Cash Flows for the year then ended, notes to the financial statements including a summary of significant accounting policies and the declaration by those charged with governance.

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Creative Clunes

Those charged with governance are responsible for overseeing the Entity's financial reporting process.

Auditor's responsibility for the Audit of the Financial Report

My objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes my opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of the financial report.

As part of an audit in accordance with the Australian Auditing Standards I exercise professional judgement and maintain professional skepticism throughout the audit. I also:

Identify and assess the risks of material misstatement of the financial report, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide the basis for my opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions misrepresentations, or the override of internal control.

Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Entity's internal control.

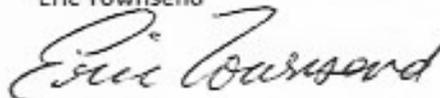
Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.

Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Entity's ability to continue as a going concern. If I conclude that a material uncertainty exists, I am required to draw attention in my auditor's report to the disclosures in the financial report or, if such disclosures are inadequate, to modify my opinion. My conclusions are based on the audit evidence obtained up to the date of my auditor's report. However, future events or conditions may cause the Entity to cease or continue as a going concern.

Evaluate the overall presentation, structure and content of the financial report, including the disclosures, and whether the financial report represents the underlying transactions and events in a manner that achieves fair presentation.

I communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including deficiencies in internal control that I identify during my audit.

Name of firm E Townsend & Co
Name of Auditor Eric Townsend



Address 15 Taylor Street
 Ashburton Vic 3147

Dated this 15th November 2021

CREATIVE CLUNES INC PUBLIC FUND

Creative Clunes was approved to be listed on the Register of Cultural Organisations [ROCO] in June 2014 and a Public Fund was established and became eligible to receive tax deductible donations from 23rd June 2014.

Register requirements for a Public Fund include:

- All receipts need to comply with ROCO requirements
- Donations must be given unconditionally
- The Fund must not accept donations on behalf of other organisations or individuals
- Use of funds must be used exclusively for the organisation's cultural purposes
- The Fund must provide six monthly data on donations .

Other important issues are:

- Testamentary gifts are not tax deductible
- To remain eligible the Fund must prove that it promotes the Fund and receive donations
- Donors must not receive any advantage by way of return
- Organisations are not permitted to use the monies in the Public Fund to support the purposes of another body

The purposes of Creative Clunes Inc are in the attached appendix

The Public Fund is to be administered by three trustees who satisfy the criteria of 'persons of responsibility'. The funds are to be from donation and kept separate from those of Creative Clunes.

The initial public trustees were

Dr Joanne Love [medical practitioner]

Mr James Kerin [pharmacist]

Mr Victor Szwed [former CEO Hepburn shire]

Since 2015 the fund has distributed \$59,250 to Creative Clunes.

The balance as of 30 June 2021 was 636.09.

There has been difficulty over the years attracting donations to the fund. The majority of donations have come from those associated with the board and the Fund. Advertising and opportunity to donate has been placed online and in the Booktown program. Attracting further support remains an ongoing issue.

There have been issues with communication between Creative Clunes board and the trustees. There has been misunderstanding as to the role of the trustees. They do not have a fund-raising role. There has occasionally been discussion whether the proposed purpose of the funds being requested meet the criteria of a public fund. These issues have been generally resolved. With the new trustees being associated with the board this should not be a problem.

We trustees thank you for the opportunity to be involved in the exciting program of Creative Clunes and wish you well for the future.

APPENDIX

2 Purposes

The purposes of the Association are—

- a. To promote and advocate awareness of books, writing and ideas and related cultural activities in the local community.
- b. To promote Australian and international books, writing and ideas through the organisation and hosting of cultural events such as the *Chunes Booktown Festival* event;
- c. To organise and host festivals, exhibitions, concerts, performances, residencies, publications, book launches and guest writers and speakers which focus on promoting and providing quality cultural events for the local community;
- d. To encourage active participation in a range of cultural activities for the local community including workshops, live performances, arts appreciation sessions and ‘meet the creator’ events to promote awareness of books, writing and ideas;
- e. To advocate and inform the local community and our broader affiliations about the Association’s cultural activities, through the publication of a regular newsletter, website and social media;
- f. To collaborate with other organisations to present cultural activities and events which support our focus on books, writing and ideas;
- g. To encourage collaboration between all tiers of government, educational institutions, local businesses, clubs and societies in generating community involvement in quality cultural activities to deepen the impact the Association can have in the promotion of books, writing and ideas;
- h. To explore ways in which cultural activities can act as a bridge between different sectors of our community to ensure that there is a rich source of knowledge and insights.