



ANNUAL REPORT

For the year ended
31 December 2004

MELBOURNE PRESS CLUB

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MELBOURNE PRESS CLUB

Committee 2004

- President:** Ian Henderson, ABC TV
- Vice Presidents:** Peter Bartlett, Minter Ellison
Bob Kearsley, Channel 9
- Treasurer:** David Poulton, Minter Ellison
- Secretary:** Sue Henderson
- Committee:** Eileen Berry, The Age
Bill Birnbauer, The Age
Sylvia Bradshaw, Leader Community Newspapers
Genevieve Brammall, Herald Sun
Rob Curtain, 3AW
Michele Fonseca, ABC TV
Melissa Fyfe, The Age
Richard Leder, Corrs Chambers Westgarth
Keith Moor, Herald Sun
Justin Quill, Corrs Chambers Westgarth
John Rees, RACV
Andrew Rule, The Age
Mike Smith, Inside PR
Karalee Tilvern, Channel 7
John Trevorrow, Herald Sun

MELBOURNE PRESS CLUB

President's Report 2004

It's my pleasure to give this overview of another successful year for the Melbourne Press Club, and of the challenges ahead. Overall, I can report we're in good shape. Membership levels are steady (around 500), our sponsorship base is solid and the club continues to field an impressive range of functions for the benefit and enjoyment of members. I won't list them all here as that information is included in the General Manager's report, but the stand-outs were the Journos' Ball, the annual conference and Quills night which continues to grow in stature.

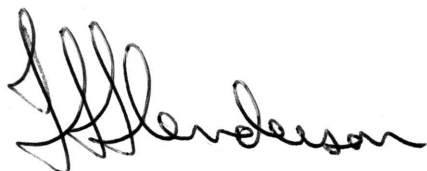
There've been some changes on the sponsorship front. Tattersall's continues to provide us with generous and enthusiastic support as our principal sponsor, and we were delighted to add Leader Community Newspapers to our list of major sponsors last year... just as we welcome a new corporate sponsor... Siemens... for the year ahead. Tooheys Victoria has also opted for corporate level sponsorship this year, and we thank them for their many years of generous support at premium level. All our sponsors have shown great faith in the club, and we couldn't do without them. Looking ahead, the committee is aware of the need to protect and build our sponsorship base.

Our luncheon (and breakfast) program continues to be varied, robust and well supported. But we can't rest on our laurels. Considerable thought and effort will go into our choice of speakers in the year ahead to ensure these functions are entertaining, thought provoking and well attended.

Organisationally, we couldn't be in better shape. Sue Henderson and Sophie Gaylard make a tight-knit professional team whose efforts are well appreciated by our members. Les Carlyon aside, Sue and Sophie earned the biggest spontaneous round of applause at the 10th anniversary Quills night.

I've been a committee member of the Press Club for 11 years now, and am pleased to say our current committee is probably the best I've seen in that time. It's representative, hardworking and imaginative. The sub-committee system, developed under our business plan and driven by Sue and Sophie, is working very well indeed. It's been a wonderful effort from everyone in 2004 but I'd like to pay special tribute to Melissa Fyfe and Andrew Rule for whom it's their last year. Andrew has been a rock since he first came to the committee with me 11 years ago, and has played an influential role in the club's impressive development over that time. We trust both he and Melissa will stay in touch and continue to give us the benefit of their experience and ideas on a more informal basis.

Lastly, I'd like to thank you, our members, for continuing to support the club. Stick with us, we're planning bigger and better things for 2005.



Ian Henderson
President
Melbourne Press Club

MELBOURNE PRESS CLUB

Treasurer's Report 2004

2004 was another year of good financial performance for the Melbourne Press Club - but some challenges lie ahead.

The highlights of financial performance included:

- Sponsorship continued at a healthy level of approximately \$230,000 in cash per annum with significant in-kind sponsorship in addition. Actual cash receipts for the year were just under \$200,000 owing to timing factors.
- Membership revenue was down slightly, from \$18,035 in 2003 to \$17,700 in 2004.
- Total revenue decreased by 12% to \$335,768, down from \$382,597 in 2003.
- Total costs increased by 9%, from \$369,465 in 2003 to \$406,211 in 2004.
- Some of the increased costs arose from timing issues, but increases in the costs associated with functions (such as travel expenses) also contributed. The Journalist's Ball was extremely successful, but did constitute a significant cost for the Club.
- As a result, although expenses were well contained, the Club posted a net operating loss in 2004 of \$70,443.
- Bank balance of \$88,966 as at 31 December 2003. Balance of \$23,825 as at 31 December 2004.

Overall 2004 was a busy and exciting year for the Club, as reported by our President. From a financial viewpoint, though, it is clear that we face some challenges. The sponsorship environment is increasingly competitive. Costs continue to rise. We are justly proud of our iconic major events such as the Quills and the Journalism Conference, but it is vital that we maintain or if possible increase sponsorship levels to protect the status of these events. Similarly, our current financial position means that in all likelihood we will require additional sponsorship if we are to stage another Journalist's Ball of comparable quality and sophistication.

During 2004 our General Manager and Secretary, Sue Henderson, who took over that role in 2003, carried out her duties in an efficient and effective manner.

Sue continued to be well supported by our Assistant Manager, Sophie Gaylard and our independent accountant continued to oversee payroll transactions, GST accounting, and our ongoing financial reports.

My personal thanks go to both Sue and Sophie for their excellent assistance to me in my role as Treasurer.

We have continued to observe the procedures required by our Auditors to ensure that accounting and association standards are met.

I would again like to take this opportunity to thank our Auditors, BDO for their excellent and efficient service.

Date: 11 May 2005

David Poulton
Treasurer
Melbourne Press Club

MELBOURNE PRESS CLUB

General Manager's Report 2004

2004 was another big year for the Melbourne Press Club, kicking off with our annual Quill Awards dinner at the Grand Hyatt. It was a great night, hosted by Virginia Trioli with the BBC's Robin Oakley as guest speaker and a special appearance by Todd S. Haymes (aka Campbell McComas, who sadly passed away later in the year).

A healthy program of functions followed including the new season football lunch, a state budget lunch with Treasurer John Brumby, the Ganglands War Lunch, a Grand Final Lunch, lunches with guest speakers Wimar Witoelar, Senator Helen Coonan and a Lord Mayor Election Breakfast.

There were also several smaller functions: drinks with cadet journalists, coffee mornings with our ever-growing group of media mums and of course our annual Trivia Night hosted by David Poulton.

However the big event of the year was the return of the Journos's Ball – a Media Circus under the Silvers Circus big top at Burnley Oval. Despite freezing temperatures, gale force wind and driving rain, it was the talk of the town. It was a gala night attended by some 400 guests who wined and dined with acrobats and danced the night away. Our thanks go to committee member Gen Brammall who masterminded the event.

Our third big event for the year was the annual Journalism Conference held on 29 October at the ABC Iwaki Auditorium and CUB Malthouse. The conference was attended by almost 400 people with headline speaker Charles 'Chuck' Lewis joining us live by satellite from Washington. Other highlights included Don Watson talking about the media's use of the English language; Jon Faine's 'Meet the Editors' segment broadcast live from the Iwaki, sessions about private lives and public figures in politics and sport; career paths and a panel of political cartoonists. Our thanks go to The Age who generously sponsored the Conference for the second year in a row and to the ABC for providing the Iwaki Auditorium. Also announced at the conference was the winner of the first Sensis Student Award for Journalism – Doug Hendrie. Our thanks to Sensis for sponsoring the award.

The Club continued to be staffed by myself and my very able assistant, Sophie Gaylard. The secretariat is housed at the Minter Ellison offices in the Rialto Towers. We are particularly grateful to Minters for continuing to provide office premises and support. I would also like to thank Smart Works for their ongoing IT and design support and BDO who, once again, have produced the club's Financial Report. My thanks also to all the other sponsors who support the club.

I would also like to thank all the committee members for their tireless enthusiasm and input, in particular Mike Smith and David Poulton. And, a special thanks to Andrew Rule and Melissa Fyfe who have decided to stand down from the committee.

Sue Henderson
General Manager
Melbourne Press Club

MELBOURNE PRESS CLUB

Functions Calendar 2004

	LUNCHES	CONFERENCE	OTHER EVENTS
February			
March	<p>Quill Awards Dinner The Grand Hyatt 12.03.04</p> <p>2004 Football Lunch The Medallion Club 23.3.04</p>		<p>New Millennium Media Drinks The Golden Gate Hotel 25.3.04</p>
April			
May	<p>Brumby Budget Lunch The Windsor 6.5.04</p> <p>Ganglands War Lunch The Medallion Club 20.5.04</p>		<p>Media Mums Morning Observatory Café Botanical Gardens 5.5.04</p> <p>AGM RACV 26.05.04</p>
June			<p>Journalist's Ball: Media Circus Sillers Circus Big Top, Burnley 19.6.04</p>
July	<p>Wimar Witoelar Lunch RACV 27.7.04</p>		
August			<p>Trivia Night Golden Gate Hotel 6.08.04</p>
September	<p>Sen Helen Coonan Lunch The Windsor 3.9.04</p> <p>Grand Final Lunch The Medallion Club 22.9.04</p>		
October		<p>Journalism 2004 Conference Iwali Auditorium & CUB Malthouse 29.10.03</p>	<p>Conference Keynote Dinner The Flower Drum 28.10.03</p> <p>Conference Drinks CUB Malthouse 29.11.04</p>
November	<p>Lord Mayor Election Breakfast The Windsor 16.11.04</p>		<p>Media Mums Morning Tonic at Crown 24.11.04</p>
December			<p>Lawn Bowls & Christmas BBQ Flagstaff Gardens 1.12.2004</p> <p>Committee Christmas Dinner The Australian Cub 8.12.04</p>

MELBOURNE PRESS CLUB

Melbourne Press Club Quill Awards 2003

The Gold Quill

Julie-Anne Davies & Steve Waldon, The Age

The Graham Perkin Award for the Australian Journalist of the Year

Peter Wilson, The Australian

The Grant Hattam Award

Paul Moran, ABC TV

Lifetime Achievement Award

Claude Forell, The Age

Young Journalist of the Year Award

Mandi Zonneveldt, Herald Sun

RACV Transport Quill

Nick Papps, Herald Sun

Best Columnist

George Megalogenis, The Australian

Best Sports Story in any Medium

Caroline Wilson, The Age

Best Business Story in any Medium

Adele Ferguson, Business Review Weekly

Best TV Camerawork in News and Current Affairs

Mark Doberer & Ivan Dodin, Inside Business, ABC TV

Best News Photograph

Heath Missen, The Age

Best Sports Photograph

Michael Dodge, Herald Sun

Best Features Photograph

Simon Schluter, The Age

Best Three Headlines in any Medium

Gary McGregor, MX Newspaper

Best Page Layout

Warwick McFadyen, The Sunday Age

MELBOURNE PRESS CLUB

Continued... Melbourne Press Club Quill Awards 2003

Best Illustration in any Medium

Mick Connolly, The Age

Best Cartoon

Peter Nicholson, The Australian

Best Deadline Report in any Medium

Brendan Nicholson, The Age

Best Investigative Report in any Medium

Cameron Stewart & Martin Chulov, The Australian

Best On-line Report

Simon Johanson & Hugh J Martin, The Age

Best Suburban or Regional Report in any Medium

Editorial Team, Pakenham Gazette

Best Rural Affairs Report in any Medium

Belinda Hawkins & Mara Blazic, Australian Story, ABC TV

Best TV News Report

Rebecca Maddern, Channel 7

Best Radio News Report

Paul Bentley, 3AW

Best TV Current Affairs Report

Josephine Cafagna & Peter Drought, Stateline, ABC TV

Best Radio Current Affairs Report

Neil Mitchell, 3AW

Best News Report in Print

Gerard McManus, Jason Frenkel & Michael Harvey, Herald Sun

Best Feature in Print

Julie-Anne Davies & Steve Waldon, The Age