

MELBOURNE
PRESS CLUB

ANNUAL REPORT

For the year ended
31 December 2007

MELBOURNE PRESS CLUB

Contents Page

Contents	Page 1
Committee 2007	Page 2
President's Report 2007	Page 3-4
Treasurer's Report 2007	Page 5
General Manager's Report 2007	Page 6
Functions Calendar 2007	Page 7
Quill Awards 2007	Page 8-9
MPC Sponsors	Page 10
Appendix	Page 11
Financial Report 2007	Page 1-14

MELBOURNE PRESS CLUB

COMMITTEE 2007

President:	John Trevorrow, Herald Sun
Vice Presidents:	Peter Bartlett, Minter Ellison Bob Kearsley, Nine Network
Treasurer:	David Poulton, Minter Ellison
Secretariat:	Sue Henderson Kate Edwards
Committee:	Bill Birnbauer, The Sunday Age Sylvia Bradshaw, Leader Community Newspapers Genevieve Brammall, Herald Sun Rob Curtain, 3AW Sushi Das, The Age Michele Fonseca, ABC TV Ian Henderson, ABC TV David Jones, RACV Richard Leder, Corrs Chambers Westgarth Andrew Lund, Seven Network Kevin McQuillan, ABC TV Keith Moor, Herald Sun Justin Quill, Corrs Chambers Westgarth John Rees, Connex Mike Smith, Inside PR

MELBOURNE PRESS CLUB

President's Report 2007

The Melbourne Press Club finished 2007 in better shape than it has ever been.

Our bank balance was in strong positive territory, our membership was healthy and our sponsorship base has never been stronger or more diverse.

The club is in a pole position to continue to develop more strategies to serve our members, carry out our mission and maintain the lowest possible fees for members.

Congratulations for these achievements are due to your committee, a strong and stable group representing Melbourne's major media groups, and the club's general manager Sue Henderson and her assistant Kate Edwards.

The core of the mission of the Melbourne Press Club is to celebrate the best in Victorian journalism. The club is not an advocacy group; it does not take positions on political, industrial or legislative issues. That is the function of other groups and individuals.

But at a time when the media, like all institutions, is under increasing scrutiny, criticism and attack, we believe the club's mission is even more critical. The community needs reminding that despite any shortcomings in our imperfect profession, great journalism is alive and well in Victoria. The best of Melbourne journalism is better than it has ever been, helped by better educated journalists, better trained journalists and technology that would have been unimaginable a mere generation ago when the Press Club was born.

It is in that context that the club puts the highest priority on the Melbourne Press Club Quill Awards for Excellence in Victorian Journalism. They are unquestionably the most respected State-based awards for journalism and they grow in status each year.

The 2006 Gold Quill presented last year went to Brendan Donohoe of Seven News for his exclusive disclosure of abuse of wards of the State under the care of the Salvation Army. The judges said the story had huge impact and exposed a shocking chapter in Victoria's history. For the first time, the committee of the Press Club chose two journalists for the Lifetime Achievement Award and the first photographers to receive the award. They were Bruce Postle and John Lamb of The Age, who each changed the nature of Press photography as newspapers adapted to the introduction of widespread television news. The committee said Lamb and Postle were two of the greatest cameramen in the history of Australian Press photography. The 2006 Young Journalist of the Year Award went to Dina Rosendorff of the Herald Sun.

In 2007, the Press Club introduced a new regular event, a Members' Only Lunch, to attract working journalists to a shorter lunch at low cost for a more informal session with industry leaders. The first two \$18 lunches were with Christian Kerr of crikey.com.au and Bruce Guthrie, editor-in-chief of the Herald Sun. The limited-seating lunches are proving extremely popular and are often booked out quickly.

The Melbourne Press Club welcomed a new principal sponsor in 2007: Monash University, which is celebrating its 50th anniversary. Vice-Chancellor Professor Richard Larkins and other Monash leaders have been regular and welcome guests at club functions. Our Gold Quill is now known as the Monash University Gold Quill.

The Monash sponsorship came about after Tattersall's stepped aside following 12 years of great support for the club. Tattersall's, now called Tatts Group after a merger with Unitab, was the original sponsor of the Quills in 1995 and the company's support has been instrumental in the club's success and growth.

We also welcomed Crown as a premium sponsor, which will provide the club with regular access to some of the top venues in Melbourne at the Crown complex. RMIT University joined as a sponsor in 2007, continuing a long traditional of close relationships with university courses in journalism.

And we were delighted that Network Ten began a sponsorship in January 2007. This was a landmark for the Press Club because it meant that we are now supported by all the major media organisations in Melbourne - the two main daily papers (the Herald Sun and The Age), the largest community newspaper chain (Leader), the top-rating commercial radio station (3AW) and the three commercial television networks (Seven, Nine and Ten). The ABC regulations do not allow the national broadcaster to sponsor organisations, but ABC staff provide substantial in-kind help for the club.

On behalf of the club's committee, I thank all members, sponsors and supporters for their involvement and assistance in 2007. The club has a wonderful platform for further success.

A handwritten signature in black ink, appearing to read 'John Trevor', with a horizontal line underneath.

John Trevorrow
President

MELBOURNE PRESS CLUB

Treasurer's Report 2007

During the year ended 31 December 2007 our Club continued to consolidate its financial position, and built on the turnaround in our finances which occurred in 2005 and 2006. Revenue increased by over \$70,000, and the Club was able to post a net operating gain of \$60,346 for 2007 as against the net operating gain of \$6832 in 2006 and the 2005 gain of \$666.

We have kept control of our expenses, and have maintained our market share of the increasingly competitive functions market, whilst also achieving a slight increase in the price of functions with the aim of at least breaking even on function costs.

The highlights of financial performance included:

- < Sponsorship receipts for the year rose to approximately \$230,000, from the 2005 position of \$172,727. This was partly due to timing issues. (In addition, in recent good news for the Club, we have secured a number of new sponsors for 2008/9 and have maintained our continuing good relationship with our current principal sponsor, Monash University, which has renewed its sponsorship.);
- < Membership revenue rebounded from \$13,754 in 2006 to \$17,378;
- < Revenue from functions increased from approximately \$107,000 to over \$126,000, which was another excellent result;
- < Total revenue from operating activities increased from \$305,634 in 2006 to \$379,067 in 2007;
- < Total costs increased only slightly, from \$298,802 in 2006 to \$318,721 in 2007;
- < The bank balance at the end of 2007 was \$60,270 as against \$36,428 as at 31 December 2006.

In 2007 the Quill Awards were again held at the Grand Hyatt and again produced a sound financial result.

Once again the Club has been fortunate to have the support of a loyal group of sponsors. We are continuing to work hard to provide our sponsors with value for money, and to look for new ways in which we can enhance our relationship with them. It was very pleasing to welcome our new principal sponsor, Monash University.

I would also like to take this opportunity to thank our former principal sponsor, Tattersall's (now Tatts Group), for their wonderful support over many years.

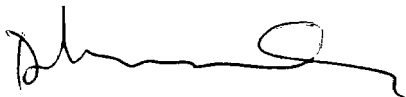
Our secretariat maintained its highly efficient service to the Club and its members during 2007. I would like to thank our General Manager, Sue Henderson, and her Assistant Manager, Kate Edwards, for all their excellent work in helping the Club to develop and expand its activities.

One new initiative especially worthy of mention in 2007 was the initiation of a series of 'members only' lunches. These low-cost lunches, addressed by eminent speakers from the journalism field, have proved extremely popular and have provided an excellent opportunity for members to meet in a more informal setting. They represent an additional member benefit which, it is hoped, will support our continuing efforts to expand membership.

The Club's core activities such as memberships and functions are continuing to operate in a very sound manner. The secretariat continues to handle all of the Club's day to day financial work, greatly assisting 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. Once again, I would like to thank our auditors, Deloitte Touche Tohmatsu, for their continued excellent service.

David Poulton



Treasurer
Melbourne Press Club
23 June 2008

MELBOURNE PRESS CLUB

General Manager's Report 2007

2007 was another big year for the Melbourne Press Club, kicking off with the annual Quill Awards for Excellence in Victorian journalism. The dinner was held once again at the Grand Hyatt and attracted another record crowd. Our thanks to Peter Mitchell from Channel Seven who did a brilliant job as MC on the night. Highlights of the night included our guest speaker, Chris Masters and comedian Paul Martell.

A busy program of lunches followed with guest speakers Sir Rod Eddington, Julia Gillard, Prime Minister John Howard, Premier John Brumby, Malainin Makhmal and Chris Lowney, as well as the ANZ All Stars Lunch, the Election Panel Lunch and of course the annual Grand Final lunch.

There were also several smaller functions including the coffee mornings with the club's media mums and our annual Trivia Night hosted by David Poulton at Chine on Paramount in Chinatown. Later in the year we launched the first of our Members Only Lunches at the Waterside Hotel. Our first speaker was Christian Kerr from crikey.com.au and later we were joined by Herald Sun Editor-in-Chief, Bruce Guthrie. – both functions were sell-outs.

The second major event for the year was the annual Journalism Conference held at the State Library Conference Centre. Featuring a session on Media Freedom with Justice Betty King and Will Houghton QC, it attracted more than 200 students and journalists. Other sessions included Getting the Balance Right with Paul Chadwick, the ABC's first director of editorial policies, and an Election Panel Form Guide with Barrie Cassidy, Antony Green, Stephen Mayne and Graham Young and the ever-popular session on Getting Started in a Career.

The Club continued to be staffed by Kate and myself with a few extra helpers in the lead up to the Quills. The secretariat is housed at the Minters Ellison offices in the Rialto Towers – a special thanks to Minters for looking after us so well. I would also like to thank Komodo CMS for their ongoing IT and design support and Deloitte Touche Tohmatsu (formerly BDO) for once again producing the club's end of year Financial Report.

One last big thank you to everyone on the committee for all their hard work and enthusiasm. We couldn't do it all without you!



Sue Henderson
General Manager

FUNCTIONS CALENDAR FOR 2007

	Lunches	CONFERENCE	OTHER EVENTS
February			
March	ANZ All Stars Lunch Medallion Club 7.3.07		Quill Awards Dinner Grant Hyatt 23.3.07
April			
May	Sir Rod Eddington Medallion Club 16.5.07		Media Mums Coffee Morning Birdie Num Nums 10.5.07 AGM Minter Ellison 30.5.07
June	Julia Gillard Studio 3, Crown 25.6.07		
July	Prime Minister John Howard Grand Hyatt 17.7.07 Malainin Makhal Minters 30.7.07		
August	Chris Lowney Corrs Chambers Westgarth 22.8.07		Members Only Lunch with Christian Kerr Waterside Hotel 29.8.07
September	Grand Final Lunch Medallion Club 27.9.07	Journalism 2007 Conference State Library 6.9.07	
October	Election Panel Lunch River Room @ Crown 18.10.07		
November	Premier John Brumby River Room at Crown 29.11.07		Members Only Lunch with Bruce Guthrie Waterside Hotel 20.11.07 Trivia Night The Imperial Hotel 16.11.07
December			

MELBOURNE PRESS CLUB

Melbourne Press Club Quill Awards 2007

The Tattersall's Gold Quill

Brendan Donohoe Seven News

The Graham Perkin Award for the Australian Journalist of the Year

Tony Koch The Australian

Lifetime Achievement Award

Bruce Postle and John Lamb

Young Journalist of the Year Award

Dina Rosendorff Herald Sun

RACV Transport Quill

Brigid Donovan, Mara Blazic, Ron Ekkel & Elena Christie Australian Story, ABC TV

Grant Hattam Quill Award for Investigative Journalism in any Medium

Russell Skelton The Sunday Age

Best Columnist

Martin Flanagan The Age

Best Sports Story in any Medium

Andrew Rule Good Weekend Magazine

Best Business Story in any Medium

Rebecca Urban The Age

Best TV Camerawork in News and Current Affairs

Phil Loschiavo Seven News

Best News Photograph

David Geraghty The Australian

Best Sports Photograph

Michael Dodge Herald Sun

Best Features Photograph

Michael Dodge Herald Sun

Best Three Headlines in any Medium

Alistair Paton Herald Sun

Best Page Layout

Alistair Paton Herald Sun

MELBOURNE PRESS CLUB

Continued... Melbourne Press Club Quill Awards 2007

Best Illustration in any Medium

Judy Green The Age

Best Graphics in any Medium

NO AWARD GIVEN

Best Cartoon

John Ditchburn Ballarat Courier

Best Deadline Report in any Medium

Holly Lloyd-McDonald, Mark Buttler & Geoff Wilkinson Herald Sun

Best On-line Report

Gary Tippet and The Age Online

Best Suburban or Regional Report in any Medium

Cathy Withiel and Kathy Leverett Heidelberg Leader

Best Regional or Rural Affairs Report in any Medium

Royce Millar and Liz Minchin The Age

Best TV News Report

Brendon Donohoe Seven News

Best Radio News Report

Daniel Hoare ABC Radio

Best TV Current Affairs Report

Josephine Cafagna Stateline, ABC TV

Best Radio Current Affairs Report

Neil Mitchell 3AW

Best News Report in Print

Mark Forbes The Age

Best Feature in Print

Michael Gordon The Age

MELBOURNE PRESS CLUB

PRINCIPAL SPONSOR



MONASH University

PREMIUM SPONSORS



MAJOR SPONSORS



CORPORATE SPONSORS

