



ANNUAL REPORT 2020/2021

EXECUTIVE SUMMARY

GOVERNANCE

- Committee Members
- Registrations
- Meetings and Elections
- Constitution
- Administrative Activities

MEMBERSHIP

- Subscriptions
- Member Numbers & Segmentation

TREASURER'S REPORT

DELIVERABLES

- Competitions
- OGAE Cards
- Fan Package Ticketing
- Social Media and Moderation
- Events

EVENTS AND SOCIAL ACTIVITIES

SOCIAL MEDIA REPORT

APPENDIX A - FINANCIAL REPORT

EXECUTIVE SUMMARY

OGAE Australia, also known as ESCFAN Inc. (Eurovision Song Contest Fans of Australia Network) has continued its mission of representing Australian Eurovision Fans domestically and internationally. The community that we have cultivated over the past 6 years continues to grow and we hope to continue providing a place of diversity and inclusion in reflecting the values of the song contest that we all know and love.

The last 12 months have been extremely challenging for the committee but more so for the members at large. We're extremely happy to see the return of Eurovision after a one-year hiatus and we would like to thank our members for persisting with us during this time.

We were extremely fortunate to be able to run physical events in the form of the Preview Parties and we'd like to thank all members that attended.

We've seen lots of changes with the committee with some resignations and we'd like to thank Christopher Dean and Ricky Li for their time on the committee. We also saw some amendments to our rules, the introduction of our new website along with discussions surrounding the culture of the club and our goals towards improving the atmosphere of the club overall. We're seeing progress on this front, and we look forward to turning a page with the club to ensure it prospers into the future far beyond our time on the committee.

We've continued to provide high-quality content with our social media outreach via Facebook, Twitter, Instagram, Twitch and YouTube.



GOVERNANCE

OGAE Australia Committee Members 2020- 2021

POSITION	NAME	RESIDENCE
President	Christopher Dean (resigned June 2021)	Victoria
President	Rowan Quigley (promoted from General Committee to President June 2021)	Victoria
Vice President / Acting President (April - June 2021)	Danie Tregonning	Victoria
Secretary	Kurtis Carter	New South Wales
Treasurer	Ricky Li (resigned April 2021)	Victoria
Committee Member / Acting Treasurer	Mark Perkins (Treasurer role from April 2021)	Victoria
Committee Member	Fleur Menezes	Victoria
Committee Member	Lachlan Woods	New South Wales / Australian Capital Territory

Registrations

ESCFAN was registered on 9 December 2015 as an incorporated association (not-for-profit) under the *Victorian Associations Incorporation Reform Act 2012*, registration number A0094118B.

Our ABN is 52 172 837 162 and we have registered the following business names:

- OGAE Australia
 - Eurovision Song Contest Fans of Australia Network (ESCFAN Incorporated)
-

Meetings and Elections

Regular committee meetings during 2020/2021 were held on the first Tuesday of each month to discuss general business via Zoom. Extra and urgent meetings were also held during the year via this method.

Matters relating to the club were able to be raised via our communication and feedback portals (Facebook, Twitter, Email, Post and Website) by members at any time.

The Rules of the Association require an Annual General Meeting (AGM) of members to be held once a year. Since we were not able to pass rule changes for the AGM processes at the Special General Meeting (SGM) in October, the AGM for 2021 will remain an in-person event, with paper voting and proxies, and streamed online for those who cannot attend.

Constitution

ESCFAN Inc adopted a new set of Rules of the Association that were approved by our members at the 2021 SGM held on 30 October 2021 via Zoom.

Changes that were approved by members at the SGM include:

- updates to the purposes of the Association, clearly referencing our need to collaborate with domestic and international partner organisations
- minor amendments to the definitions of certain terms in the Rules
- clearer instructions on the deemed resignation of members from the Association
- including provisions that in practice allow for online voting at meetings
- removing references to a common seal, as the Association does not have a common seal and has no intention of having a common seal, and
- adjustments to the leave of absence procedures for Committee members.

These rules are pending approval from CAV (Consumer Affairs Victoria) and will be made available on our website once they are approved.

The Committee are still seeking to make improvements to other provisions in the Rules, notably the election procedure and disciplinary/grievance procedures. These changes are being sought within the broader context of adopting a Code of Conduct and undertaking a review of the Social Media Policy. These changes are planned to be undertaken in 2022, with consultation of members and a fresh SGM to be held in 2022. It is hoped that members will engage constructively with the Committee as we seek to refresh the Rules to better reflect good governance,

transparency and consistency with decisions made by members and Committee alike.

Administrative Activities

OGAE FB Presidents Board	Christopher Dean* Rowan Quigley
OGAE International AGM Representative	Danie Tregonning
Broadcaster Liaison and Public Relations	Kurtis Carter Lachlan Woods
OGAE International Membership Cards	Ricky Li* Mark Perkins Rowan Quigley
OGAE Contest Coordination	Danie Tregonning Rowan Quigley Lachlan Woods Christopher Dean*
Financials and Membership Management	Ricky Li* Mark Perkins Rowan Quigley
Membership Coordinator	Mark Perkins Rowan Quigley (deputy)
Minutes of Meetings	Kurtis Carter
Meeting Summaries	Kurtis Carter
AGM 2021	All Team
Social Media Coordination	Danie Tregonning
Social Media Moderation	Kurtis Carter Danie Tregonning
Rules and Governance	Kurtis Carter Mark Perkins Rowan Quigley Lachlan Woods
Website Management & Updates	Rowan Quigley Danie Tregonning

Information Technology

Rowan Quigley

Newsletter

Danie Tregonning

Club Competitions

Christopher Dean*
Danie Tregonning
Rowan Quigley

*did not continue on the committee



MEMBERSHIP

Subscriptions

Membership is available at a flat rate of \$25 AUD per person, with 2021/22 membership currently valid till 30 June 2022, as per the agreed motion carried at the last AGM in October 2020.

We continue to provide free membership to Associate members under the age of 18. Fees collected cover items including (but not limited to): business fees, documentation submission, etc.

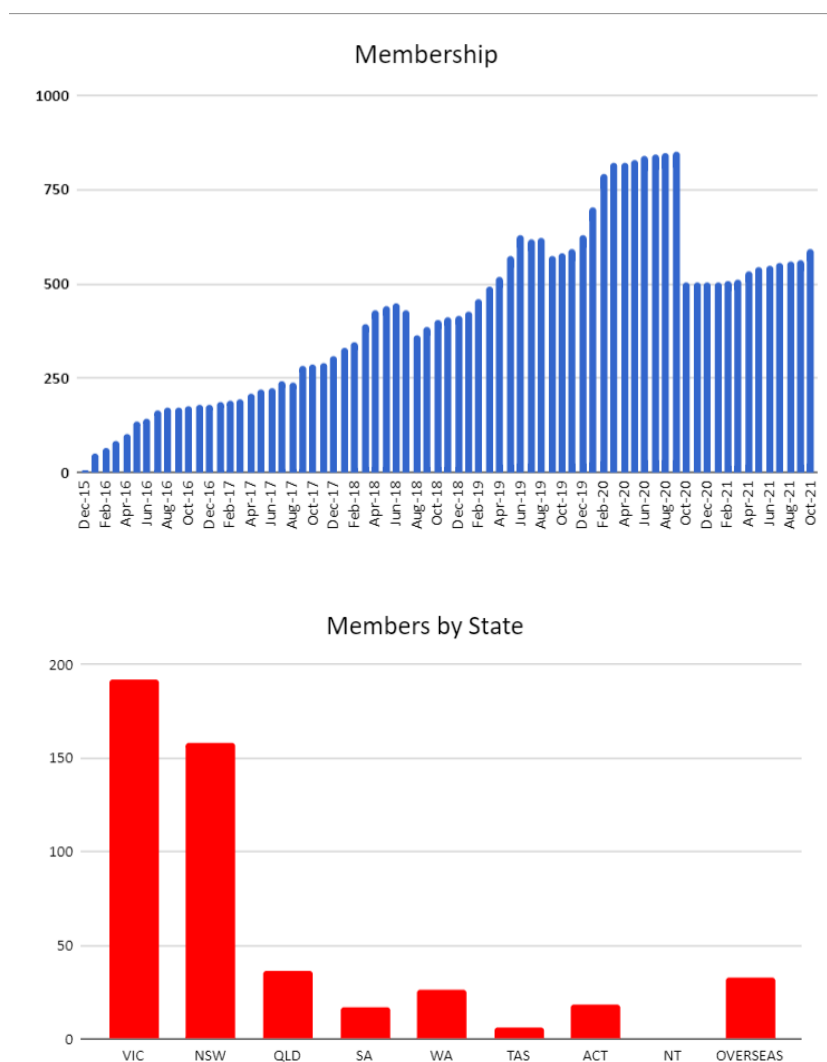
Membership Number & Segmentation

2021 has been a moderate year for OGAE Australia memberships. Considering the continuation of the COVID-19 pandemic, the growth in membership remained steady, though not as significant as the previous two years.

We started the 2020-2021 year at 840 members and ended the financial year at 550 members - a net loss of 290 members. This was primarily due to 343 members not renewing in 2020, whilst gaining 53 new members during the year. April 2021 was the biggest month for new memberships at 22; due to the in-person Preview Parties held.

Like previous years, VIC and NSW account for 72% of our membership.

As of October 2021 -



TREASURER'S REPORT

(Prepared by Mark Perkins, explanation of the numbers included in the official financial report attached in Appendix A).

The 2020-21 committee started from retained earnings of \$9,286 from our previous financial year. We also saw a significant revenue stream of \$9,100 coming from our membership renewal from July to September of 2020. As a result, we experienced a similar financial stance as the previous year. Due to the ongoing pandemic however, the club couldn't build on its revenue from membership sales to any significant levels in the following months as it had done in previous years from Australia Decides and various other events.

A budget was prepared for FY21 with funds allocated to regular costs such as website and subscription costs and OGAE International Cardskipper fees. Funds for events were capped at \$10,000, with most of that money to be spent on members covering room hire, food, drink and in some circumstances tickets. We spent \$9,706 on events in April and May 2021 across all Preview Parties and the Live screening of Eurovision in Sydney. In total, we collected \$1,932 in revenue from these events – mostly from ticket sales to non-members.

Our primary revenue source is our membership fees which reported earnings of \$10,475 in total. While we were unable to entice new members at events such as Australia Decides and Midsumma Festival we did have a steady stream of organic member growth from the Preview Parties, social media, and open-source searches. It was noted that over 90% of members who joined in 2019-2020 at events hosted by other organisations (including the Australia Decides 2019 after party) did not renew their memberships for 2020-2021. Most of the revenue from membership sales for 2020-2021 came from long-term members and new members who found the club through organic means.

As noted in the 2019-2020 Financial Report, in September 2020 we received a refund of \$6,450 in relation to the cancelled 2020 Preview Parties. As at this date the following amounts from these cancelled Hera Björk events remain in credit until at least the end of 2022:

- \$1,642.90 (Icelandic Air)
- \$250 (Virgin)
- \$388.36 (Qantas)

The following amounts could not be recovered:

- \$355.36 (Singapore Hotel)
 - \$612 (Sydney Hotel)
-

We saw an increase in spending on Website/Internet and OGAE related costs (Cost of Cardskipper membership). Website/Internet costs were due to transferring to more secure and user-friendly services and to help rebuild the OGAE Australia website.

Overall, COVID-19 continues to not adversely affect the club's financial position. We ended the year with a 'profit' of \$5,577.86. Taking the \$6,450 refund received in September out of the equation, the club experienced a loss of \$872.20 which is like the outcome of the 2019-2020 Financial Year. The club finished 2020-2021 with a total equity of \$14,863.91.

As we head towards the end of 2021, the club finances continue to grow. Our accounts hold more than \$25,000. This puts us in a great position to plan and hold bigger and bolder in-person events for members to enjoy once the COVID-19 pandemic is under control.

DELIVERABLES

Competitions

ESCFAN OGAE Australia became a full member of OGAE in 2017, making us eligible to participate in all the online club contests on offer from OGAE International: OGAE Song Poll, OGAE Second Chance, OGAE Song Contest and OGAE Video Contest (the last two to be merged into a new OGAE Song Contest from 2022 onwards). We also take part in the smaller Retro Contest each year.

Not only do these competitions promote engagement between Clubs and highlight the rich Australian music industry, they also are a terrific way for members to get involved.

While our participation rate on a Club level has been low this year, we are committed to taking part in each OGAE contest and encourage the membership to help with internal selections for our entries for Song and Video Contests.

This year we had some success with the Song Contest, securing our second win.

We do aim to create our own Club run contests. Unfortunately, the 2020/2021 committee found that a lack of time, extra club admin (including the work on the association rules), plus the load of juggling a pandemic, made this difficult.

OGAE Cards

The OGAE club card process, Cardskipper, which replaced physical membership cards back in 2018, has continued to be utilised within OGAE Australia. At our peak, 90% of OGAE Australia members had completed the activation - one of the highest rates from any OGAE club in the world. As the club pays for each card, activated or not, this was great to see.

The Cardskipper app has a messaging function available that was not fully tested during the 2019/2020 year. After a brief investigation in 2021, it was deemed that the messaging functionality within Cardskipper was not deemed suitable and the committee continued to utilise newsletters and the Facebook group to inform the membership on important matters.

Cardskipper continues to be a key factor within OGAE Australia as the membership registered in Cardskipper determines ticket package allocations to the club and Cardskipper details are required for the registration of packages against members.

Fan Package Ticketing

As the 2020 contest was cancelled, we were unfortunately not able to provide ticket packages to our members nor make any refinements to the ticket ballot draw.

Any member who was successful in the 2020 ballot will not have this marked against them as no packages were made available to members that year.

For our registration for the 2022 Ticket Ballot, we received 116 applications.

Our ticketing policy introduced in 2019 and slightly refined in 2020 was reintroduced for use for the 2022 Ticket Ballot and we believe this will continue to provide a fair and reasonable result for all applicants. Feedback has continued to be positive regarding this system and we hope to continue providing this with tweaks as needed.

As with previous years, ticket packages will be split by a random draw (via a bingo draw) and a loyalty list of members. The loyalty list is to assist in providing long-standing members who haven't been successful in previous ballots the ability to attend Eurovision without impacting the chances of our newer members.

These lists were made available to the membership via our website in December 2021.

Social Media Management and Moderation

Our online presence is a huge part of how the club operates. While we have regular newsletters, the members-only Facebook group is also used to get out information quickly, but also a way for all members in the group to share information, videos, photos, and lead discussions.

While we did table a review of both social media policies (rules written in 2016, and Facebook guidelines written in 2017), we were unable to get this done. A Code of Conduct will also assist with this for the new committee.

The Facebook group can be an area of trouble, as conversations in text can inflame quickly as tone is hard to convey.

The committee as a whole took on the moderation for 2020/2021. All breaches of the guidelines (2017) were recorded in log and acted upon.

Having said this, the overall behaviour of the membership within the group was excellent over the last committee year.



Events

While 2020 was a period of change, 2021 was a year of building on what we learned.

Events are, and have always been, our primary focus but with the ongoing COVID-19 pandemic, state and federal lockdowns, restrictions on travel, vaccine rollout, the Delta variant, we had a tough time going back to our 2019 version of how the club events operate.

The committee initially made the wrong call back in March 2021 to forgo preview parties in light of the evolving pandemic. Following feedback from our membership however, we reversed this decision and gave it a real shot by organising events in as many cities as we could.

As the health and safety of our members is our priority, we kept that in mind when organising smaller state-based events, in line with government-imposed density limits.

Not only are our events and activities a cornerstone of the club, but they also encourage yearly membership renewals and solidify our place within the Eurovision fandom.

Below is a list of our 2020/2021 club and OGAE run events:

EVENTS AND SOCIAL ACTIVITIES

2020 - AGM (all committee)

2020: The year of isolation and switching everything to online.

The Club did attempt our first online only AGM in October 2020. It was a learning experience. On Zoom, 40 members attended the AGM, while we had 9 proxies.

Christopher Dean, Danie Tregonning, Ricki Li, Kurtis Carter, and Fleur Menezes, were retained and joined by newcomers Rowan Quigley, Mark Perkins, and Lachlan Woods for the 2020-2021 term.

2020 OGAE Song Contest (organised by Christopher Dean)

The OGAE Song Contest is a way for OGAE Clubs to highlight their current national music to the world.

After a long selection process, we eventually sent Australia Decides alum **Jaguar Jonze** with *Kill Me With Your Love* to the **2020 OGAE Song Contest**, hosted by OGAE UK. We had 28 members voting in our Australian Selection Grand Final and 19 voting in the actual Contest.

We eventually came 9th, with the UK winning the contest again with **Dua Lipa's** *Physical* - making the UK Club one of the most successful since the contest began in 1986.

Programista (organised by Christopher Dean)

Programista - (*Polish: Programmer*) - was a weekly Twitch event that started in October 2020 for members to play music video programmer - akin to **ABC's** long running music show, *Rage*.

Each Wednesday for 10 weeks members: Lachlan Woods, Xavier McGettigan, Sharleen Wright, Danie Tregonning, Rowan Quigley, Damien Hadfield, Fleur Menezes, Ruth Oldfield, Ally Collett, and Britt Jacobsen hosted an episode each.

It was rested over the Christmas break, and Season 2 was announced but it never returned. Like any good TV mystery, Mark Perkins' episode was never aired.

2020 Junior Eurovision (organised by Christopher Dean, Danie Tregonning, Kurtis Carter)

Over November, we celebrated **Junior Eurovision 2020** via a "Move the World" moving songbook promotion, with assistance from member Matthew O'Sullivan. The promotion was of songs throughout the Contest's history with the theme of 'move'

2020 OGAE Video Contest (organised by Christopher Dean)

The **OGAE Video Contest** began in 2003 to show the cinematic glory of music videos.

For the 2020 edition, **Lime Cordiale's** *Robbery* was selected to represent us, and 11 members voted in the contest. Our video came 13th with OGAE Sweden taking out the trophy with **Anges** and *Fingers Crossed*.

2020 Christmas Advent Calendar (organised by Danie Tregonning and member Damien Hadfield)

It was the season for Christmas cheer with a Eurovision twist. After our first go at a **musical advent calendar** in 2019, Damien Hadfield took over the duty of our Santa for this one, with a tricky series of Eurovision questions over the month. We also then ran a Best Red Dress poll after some members playing said that some of their favourites were left out.

2020 LipSyncFestivalen 3 (organised by Danie Tregonning)

The third instalment of **LipSyncFestivalen**, our very own online lip sync competition, took place over December 2020 and January 2021.

With 10 entries, and a format revamp to include national final songs, 30 members voted, and a winner was crowned - Danie Tregonning. Oops. Danie donated her “prize money” to the charity, **Melbourne Period Project**, who supplies toiletries and sanitary products to those living rough on the streets of Melbourne.

A huge thank you to the following members for taking part in this event: Liv Webster, Sally MacAdams, Lukman Uleng, Dale Roberts, Miles Glaspole, Ricky Calder, Christopher Welsh, Kurtis Carter, and Mark Perkins.

LipSyncFestivalen will return for its 4th iteration sometime in 2022.

2021 OGAE Song Poll (organised by Danie Tregonning)

With Eurovision 2021 around the corner, it was time again for the annual **OGAE Song Poll**, where Clubs all over the world try and pick a winner for the contest before it happens.

113 members voted and our top three were Lithuania (The Roop - *Discotheque*), Malta (Destiny - *Je me casse*), and Switzerland (Gjon's Tears - *Tout l'univers*). We did give eventual winner Italy (Måneskin - *Zitti e buoni*) two points so at least we rated it.

The eventual winner was Malta, with Italy in 8th. Ah the fun of predictions!

2021 Preview Parties (organised by Danie Tregonning, Kurtis Carter, Mark Perkins, Rowan Quigley, and Lachlan Woods)

After initially making the decision to not hold any preview parties for 2021 in a pandemic, and then taking feedback from the membership, we took a punt and started working on events.

Our plan was to do as many events in as many states as we could, in a COVID-19 safe environment. With a revisit to an old stomping ground, working with Aussievision, Euro Club Perth and an enthusiastic group of Sydney members, as well as hiring some cinemas (what is 24fps again?), we were able to deliver some local events for our members.

We were also able to get some hello messages from Go_A (Ukraine), Jendrik (Germany), The Black Mamba (Portugal), Blind Channel (Finland), The Roop (Lithuania), Hurricane (Serbia), and Peter (our Aussie delegation host for Eurovision 2020). We also received a hello from Destiny (Malta) - a bit late for the in person preview parties but we included her video in the online version.

Melbourne, Sydney and Canberra events were held on April 17, Perth on April 18, and Sydney members party on April 24, 2021.

Melbourne: Mark Perkins, Rowan Quigley, Danie Tregonning

We were fortunate that European Bier Cafe in the Melbourne CBD (previously used for our preview with Slavko in 2018) were able to host our 2021 party. This event was sold out with 110 attendees. We drank, ate, and danced the night away with all the tunes of 2021 and a vote of who we thought would win - Melbourne went with Lithuania.

Sydney: Lachlan Woods, Kurtis Carter - plus Sydney member's party

Dendy Cinemas in Newtown hosted us for a sit-down party for Sydney members and friends. After the grief of getting the video converted to the right format, the night went off without a hitch with 50 people in attendance. Sydney voted Ukraine as their winner, narrowly over Lithuania.

The next weekend, some of our Sydney members held a party at Kinselas in Darlinghurst.

Canberra: Lachlan Woods

Dendy Canberra Centre hosted a small gathering of 16 members and friends for an intimate evening to celebrate 2021. They voted Italy as their winner - well done Canberra for choosing the real winner of Eurovision 2021.

Brisbane: Danie Tregonning (and member Dale Roberts and Aussievision)

We joined forces with our friends at Aussievision for a preview party in Brisbane at Kvas Bar. It was a sold-out event with 50 people in attendance. They made some noise by picking Ukraine as their winner for 2021.

Perth: Danie Tregonning (and EuroClub Perth)

It's always a pleasure to work with our mates in the West, EuroClub Perth! They held a sold-out cinema style event at The Backlot and chose Ukraine as their winner.

2021 Preview Party online countdown (organised by Danie Tregonning and Rowan Quigley)

As we love a good party, we held another preview party but this time online on Twitch, where we added all the votes from all the cities to do an overall Aussie preview party winner. Our top five was Cyprus, Iceland, Malta, Ukraine and of course, Lithuania.

2021 Eurovision Remote Coverage and Blog (organised by Danie Tregonning and Kurtis Carter)

We were very thankful to be able to have a press presence remotely for Eurovision 2021.

Danie, who was also working on her side-gig at Eurovision Hub for the week of rehearsals, wrote a live blog of her thoughts of the rehearsals each day on our website. Working with Kurtis, they were both able to collate as much footage for our main social media channels: Twitter and Instagram.

We would like to thank the team at SBS for their assistance with the press pass.

2021 Eurovision live screenings (assisted by Danie Tregonning for Georges River Council and EuroClub Perth)

After a successful event in 2019 for **Georges River Council**, we worked again with Leo Chant to assist in funding the live screening. We were able to provide breakfast boxes for our members free of charge. Lachlan and Rowan both attended the event to promote the club.

Back in the West, we were incredibly happy to assist **EuroClub Perth** for their live screening of Eurovision 2021 at The Backlot at the eye-watering time of 2am AWST. It was remarkably close to being a sold-out event which proves that the western gang love their Eurovision.

2021 OGAE Second Chance Contest (organised by Danie Tregonning)

The fun doesn't stop when Eurovision is over, as we went straight back into OGAE Contest mode with one of the most popular: **Second Chance Contest**.

The Second Chance Contest is exactly that - a second chance at glory for songs that appeared in any national final for that year. While it was a smaller field in 2021 (due to a lot of countries opting to carry over 2020 artists or internally selecting new ones) and us not having our own entry, 55 members took part in selecting a winner - *Monument* by **KEiINO**. KEiINO did end up winning the whole contest (what a shock!).

2021 OGAE Retro Contest (organised by Rowan Quigley)

One of the very, very niche contests that is run by members of OGAE UK, is the **Retro Contest**, which has been slowly working its way back through time, year by year and in 2021, it was 1968's turn.

Second Chance Retro is two contests in one:

- national final entries by countries in the Eurovision Song Contest in that year
-

-
- and, a Guest Jury, where countries that weren't in the Contest in that year, can still take part with a song of that year.

This year, after our own little national final, we sent *Gotta Get A Message To You* by **Bee Gees** to Retro and came 3rd.

2021 OGAE Song Contest (organised by Rowan Quigley, Danie Tregonning, Lachlan Woods)

The **OGAE Song Contest** has been running since 1986. After a quick selection, 49 of our members voted and we sent **Tones and I's** *Fly Away*. 33 members voted in the full contest, and we were incredibly pleased that we won the 2021 edition, our second win after **Dami Im** and *Fighting for Love* in 2017.

While the OGAE Presidents have decided to merge the Song and Video Contests for 2022, we will have to wait to see who wins the Video Contest.

2021 OGAE Video Contest (organised by Danie Tregonning, Lachlan Woods)

2021 will mark the last Video Contest in its current format. We asked the membership to produce a brief list of current videos by Aussie artists and **Kylie Minogue's** *Say Something* came out on top after 25 votes. 13 members voted in the full contest.

At time of writing, all OGAE Club votes have closed, and we wait to see who wins in December 2021.

Twitch Shows (organised by Rowan Quigley, Lachlan Woods)

After finishing with Programista, Rowan and Lachlan started using Twitch again as a way for members to gather online so we could share experiences together, with Lachlan as host.

Not only did we use Twitch for OGAE Contests, but we also used the platform for a watch-along for the launch of ABBA's first new album in 40 years - *Voyage*.

2021 Junior Eurovision (organised by Danie Tregonning, Kurtis Carter)

For **2021 Junior Eurovision**, we tried something new with a JESC Team made up of members Ally Collett, Blake Cogley, and junior member Raquel Carter, as well as Danie Tregonning and Kurtis Carter.

We worked together on writing articles for the 19 songs, rating them out of 10, and working together to make sure the YouTube and Spotify playlist were up to date.

2022 Ticket Ballot (organised by Rowan Quigley)

The 2022 Eurovision ticket ballot was held live online via Facebook on December 3rd. Another video of the draw was made available on our YouTube Channel for

those who do not use Facebook. While there is absolutely no guarantee of tickets, thanks to the 116 members who entered the draw. We will hopefully find out what happens next soon.

2021 AGM (organised by Committee)

The 2021 AGM of ESCFAN OGAE Australia will be held on Saturday 18, 2021 at Mt View Hotel, Richmond, Victoria. The whole meeting will be streamed live for those who cannot attend.



SOCIAL MEDIA REPORT 2020/21

After feeling the big loss of Eurovision 2020 - one of our biggest club focuses for social media - it was a relief to have Eurovision 2021, even if we couldn't travel to experience it ourselves. We were very thankful to the gang at SBS for granting Danie Tregonning remote press for Rotterdam 2021 in the days leading up to the contest.

Another big focus for us was highlighting our members this year, because without them, the club would cease to exist. As a lot of the members were forced to celebrate Eurovision 2021 at home, we really tried to collate and share party photos from home.

With the committee year starting in October 2020, we promoted club-run Programista and the 2020 edition of Junior Eurovision.

Then our socials went straight into Eurovision 2021 season in February, highlighting each artist, then onto preview parties, Eurovision coverage, and bringing our members into the spotlight with photos from home parties all over Australia.

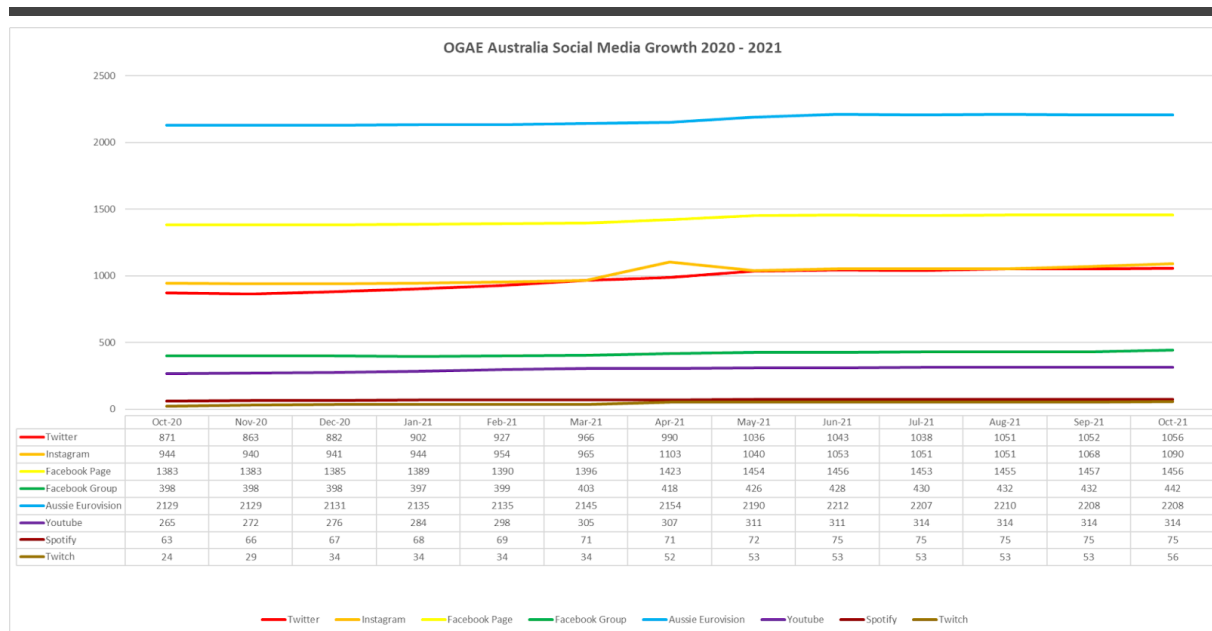
We also promoted OGAE Second Chance, OGAE Song Contest and OGAE Video Contest, Eurovision 2022 news, next year's Eurovision: Australia Decides, and then rounding out the year again with Junior Eurovision 2021.

We did sadly miss the Eurovision Top 100 for 2021 in collaboration with Joy 94.9, which has been a good tool to promote the Club to Australia and the world.

With a new website in place, it was a big goal to also make that a one stop shop for all our members to get their club and Eurovision news.

The aim of our public social media channels has always been a way for the club to reach out to the greater Eurovision fandom, across all our channels. We have never set our sights to break the news - but we will always share the news.

You will find the 2020-2021 growth of our main social media channels on the next page.



These stats are from the period between October 2020 to October 2021.

Our Twitter account [@ogae_australia](#) started the year on 871 followers and finished on 1056 for a 20% increase. We again used twitter for live tweets of Junior Eurovision 2020, Eurovision 2021 rehearsals and live shows, provided information for club and general events, Eurovision news and announcements (including watch links and information for national finals), preview party promotions, and retweeted photos and videos from other events.

We ran some polls too: 2020 vs 2021 songs, 2021 qualifiers, and a post Eurovision 2021 results poll.

Twitter was run by Danie Tregonning with assistance from Kurtis Carter.

Our Instagram [@ogae_australia](#), opened in 2017, started the year on 944 followers and ended the year on 1090 (15% increase). Insta is a visual medium, so we focused on clean and bright graphics, using the Montserrat font to mirror Eurovision's own social medias.

For static posts, we highlighted each Eurovision 2021 and each OGAE Second Chance artist, as they are the most popular ESC events within the club. At time of writing, we are doing the same for Junior Eurovision 2021, but have held off on Eurovision 2022 artist announcements as Eurovision itself has not provided their style guide.

We also made sure to include as many member faces as we could to this platform as the club is not just about a President or a committee, it is about the members. We are a collective of ages, races, genders, sizes, sexualities, and abilities.

One thing we did really harness for the first time this year was Instagram stories and making effective use of the highlights to save stories as a public archive. So now anyone can jump onto our account and see videos and photos of preview parties, polls, and all OGAE contests.

This channel was run by Christopher Dean until March 2021, then maintained by Danie Tregonning, Kurtis Carter and Lachlan Woods.

Our Facebook Page, *Eurovision Song Contest Fans of Australia Network - OGAE Australia - OGAE Australia* is our first stop for a lot of people to see what the club is about. We started the year on 1383 followers and ended on 1456 (a gain of 5%).

The page is a more general overview of club life, with Eurovision news, some club news, and events. Unfortunately, we did get caught up in the drama of Facebook limiting news sites in February 2021 and lost access to the page for at least a week.

This channel was looked after by Danie Tregonning, Kurtis Carter, and Lachlan Woods.

Australian Eurovision has been under our social media umbrella for three years now and is one of the largest and oldest Australian based Eurovision group on Facebook. While it is a mix of OGAE Australia members and non-members, all drive the content for this channel and the club only oversees the moderation and the occasional Eurovision and club update. This group started the year with 2129 members and finished the year with 2208 - an increase of 3%. The group did face some challenges with Facebook unilaterally changing the functions of public groups towards the end of the committee year, removing our ability to approve members. This group's admins were Danie Tregonning, Kurtis Carter, and Mark Perkins.

While YouTube video content was sparse this year with us losing our number one event, Eurovision: Australia Decides for 2021, our channel started the year on 265 and ended on 314 (18% increase). We instead focused primarily on playlists - Eurovision national finals, Eurovision itself, all the OGAE contests, JESC 2021, and then slowly moved into national finals again for 2022 with the early launch of Eesti Laul.

Our Spotify, the small and awkward child of our social media, got a full playlist rebrand over this committee year. With a 19% increase in followings (63 to 75), we made sure we kept all our playlists up to date and were happy with the few likes we received.

Our newsletters got a big revamp thanks to the switch from Zoho Campaigns to Mailchimp. We also took on feedback from our members about what they wanted to see in them. It is still our best way to get out information to all members, instead of relying just on the Facebook group to get updates out. This year, the newsletters were collated by Danie Tregonning, with help from the whole committee. A huge thank you to Kurtis Carter for his work on the Member Meeting Summaries this year.

We made another platform switch this year from Watch2Gether to Twitch for all our video sharing needs. Starting off with Programista, the committee then used Twitch for OGAE contest watch-a-alongs, the online version of the preview party, and celebrated the album launch of ABBA's Voyage. Lachlan Woods and Rowan Quigley took turns as editors with Lachlan becoming our new video host. Our Twitch grew very nicely over this year, starting from 24 and reaching 56 followers (130% increase in users).

A momentous change this year was leaving WordPress for the greener pastures of Squarespace for our all-website needs. After some membership feedback, we were able to use the website more by keeping up the events calendar with club and Eurovision/Junior Eurovision news and dates. We also finally started utilising the blog function with JESC 2021 coverage from the team made up of Ally Collett, Blake Cogley and junior member Raquel Carter, with leadership from Danie Tregonning and Kurtis Carter. With Rowan Quigley as our IT person, the committee was able to learn and use the new website features with ease.

While 2021 felt a little like 2020 version 2 at times, we were able to build on our social media presence and we have left a solid footing for the next committee.



FINANCIAL REPORT

2020/2021

OGAE Australia - ESCFAN Inc

Balance Sheet as at 30 June 2021

Assets:	Previous Year	Current Year
Bendigo Cheque Account	\$1,274.34	\$1,172.39
Bendigo Debit Card	\$492.89	\$207.98
Bendigo Online Saver	\$7,461.17	\$13,483.54
Paypal Account	\$57.74	\$0.00
Total Assets	\$9,286.14	\$14,863.91
Liabilities:	Previous Year	Current Year
Trade Creditors	\$0.00	\$0.00
Total Liabilities	\$0.00	\$0.00
Net Assets	\$9,286.14	\$14,863.91
Equity:	Previous Year	Current Year
Retained Earnings	\$9,741.48	\$9,286.14
Current Earnings	-\$455.34	\$5,577.77
Total Equity	\$9,286.14	\$14,863.91

OGAE Australia - ESCFAN Inc

Profit & Loss 1 July 2020 to 30 June 2021

Income:	Previous Year	Current Year
Membership Fees	\$15,705.00	\$10,475.00
Donations Received	\$370.00	\$509.60
Commissions Received	\$176.85	\$22.33
Event Income (Gross)	\$170.00	\$1,932.40
Interest Received	\$79.00	\$24.31
Refund*	\$0.00	\$6,450.06
Total Income	\$16,500.85	\$19,413.70
Expenses:	Previous Year	Current Year
Advertising	\$913.15	\$0.00
Bank Charges	\$212.91	\$176.42
Competitions and Prizes	\$254.45	\$109.65
Event Expenses	\$12,768.45	\$9,706.10
Filing & Registration Fees	\$244.30	\$59.20
Gifts & Donations	\$0.00	\$0.00
Meeting & AGM Expenses	\$517.70	\$46.18
OGAE Related Costs	\$1,332.28	\$1,804.86
Postage, Print & Stationery	\$20.05	\$203.80
Website & Internet Costs	\$435.90	\$1,729.72
Other Payroll Expenses	\$257.00	\$0.00
Total Expenses	\$16,956.19	\$13,835.93
Net Profit/Loss	-\$455.34	\$5,577.77

*Refund received for cancelled 2020 Preview Parties

**Schedule 1
Regulation 15
Form 1**

*Associations Incorporation Reform Act 2012
Sections 94 (2)(b), 97 (2)(b) and 100 (2)(b)*

**Annual statements give a true and fair view of financial performance
and position of an incorporated association**

We, Rowan Quigley and Kurtis Carter, being members of the committee of ESCFAN
Inc. certify that –

“The statements attached to this certificate give a true and fair view of the financial
performance and position of the above-named association during and at the end of
the financial year of the association ending 30th June 2021.”

Signed:  Rowan Quigley (President)

Date: 28 November 2021

Signed:  Kurtis Carter (Secretary)

Date: 28 November 2021
