

ESCFAN

EUROVISION SONG CONTEST FANS OF AUSTRALIA NETWORK



OGAE AUSTRALIA

2015/2016 ANNUAL REPORT

TABLE OF CONTENTS

[EXECUTIVE SUMMARY](#)

[HISTORY](#)

[GOVERNANCE](#)

[Registration](#)

[Committee Members](#)

[Meetings and Elections](#)

[Constitution](#)

[MEMBERSHIP](#)

[Subscriptions](#)

[Member Numbers & Segmentation](#)

[DELIVERABLES](#)

[Online Presence](#)

[Offline Presence](#)

[OGAE Competitions](#)

[OGAE Cards & Ticketing](#)

[Competitions](#)

[Events Sub-committee](#)

[Digital Media Sub-committee](#)

[Promotions Sub-committee](#)

[APPENDIX A - FINANCIAL REPORT](#)

EXECUTIVE SUMMARY

After many years of campaigning, Australian fans have achieved their wish of forging its own identity through the formation of an Australian Eurovision Fanclub. ESCFAN Inc. (Eurovision Song Contest Fans of Australia Network) officially began in early December 2015, with first members signed up on 9th January 2016.

Despite only officially existing for just over 6 months, the club has already managed to achieve many of the targets set by the anticipated member list, including an online and offline presence (website, Facebook, Twitter, newsletters), a series of activities and events across Australia and at the Eurovision held in Stockholm, and the most anticipated, achieving OGAE International Candidate member status.

The current Committee of 7 in this short period have also managed to successfully set up all the legal and financial paperwork to be compliant with Australian business requirements (under Victorian Model Rules), as well as ensure it has a robust structure to continue well into the future.

Policies relating to member ticketing and social media have been drafted for implementation, and three sub-committees have formed to look after yearly plans and their delivery in regards to events, digital media and communications and promotions.

Future plans for the club include further events across Australia, an expansion of club website and encouragement of further member activity through competitions and volunteer positions.

HISTORY



ESCFAN Members meet in Sydney, March 2016

The club exists to meet the needs of a growing ESC fan base within Australia, providing an outlet locally for fans to celebrate the contest on home soil through regular events, a central point for information about Australia's growing role at the contest (such as its broadcast and participation), and a conduit to further the knowledge and promotion of the event within the wider public.

As many of the fans within Australia claim European heritage that ties them to the song contest, the club aims to build on these links by encouraging social engagement between local fans, as well as to create further bonds internationally in the Eurovision and wider communities.

The work on forming ESCFAN (the acronym for our full title, 'Eurovision Song Contest Fans of Australia Network') officially began in August 2015, following many years of discussion and lobbying for the formation of a unique and identifiably Australian fanclub for Eurovision. In October of that year, following an invitation from representatives of the OGAE International Bureau, a volunteer committee of six stepped up from amongst an initial group of 108 interested and registered Australian fans, to lay the groundwork for the club's constitutional framework.

ESCFAN officially came to life on 9 December 2015 following the formal adoption of its rules, which had been agreed to unanimously in a vote of the fans who had indicated an interest, and its registration as an incorporated association (ESCFAN Inc.) in Victoria, Australia. Upon establishment of the necessary administrative mechanisms (bank accounts, paypal account,

member registration documents), the club was launched for formal membership applications from 10 January 2016, together with its Facebook page and website.

In the conjunction with this, OGAE International undertook the necessary procedural work and changes to its statutes to allow for the Australian club to exist. This meant a rule change to allow for member countries outside of the EBU Broadcasting area who were also participants at the Eurovision Song Contest.



On 13th May 2016 at the OGAE International AGM, ESCFAN presented its case for acceptance into the OGAE organisation. This was voted for unanimously, and ESCFAN now enjoys candidate status, with the aim to achieve full-member status in May 2017 following its one-year trial.

GOVERNANCE

Registration

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. For its rules, the association adopted the 'Model Rules', which are set out in the Associations Incorporation Reform Regulations 2012.

Committee Members

POSITION	NAME	RESIDENCE
President	Sharleen Wright	NSW, Australia
Vice President	Kelly Coomber	QLD, Australia
Secretary	Alistair Craig	VIC, Australia
Treasurer	John Tzimas	VIC, Australia
Committee Member	Peter Hüber	NSW, Australia
Committee Member	Stephen Sykes	NSW, Australia
Committee Member	Lynne Franks	SA, Australia

Meetings and Elections

Regular committee meetings are held on a monthly basis to discuss general business. The Rules require an annual general meeting (AGM) of members to be held once a year. Matters relating to club can be raised via our communication and feedback portals (Facebook, Twitter, Email, Post and Website) by members at any time.

Elections are scheduled to be held once a year for all Committee positions in conjunction with the AGM. This must occur within 5 months of the end of the financial year (30 June).

ESCFAN is holding its 2016 annual general meeting (AGM) and Committee elections on 30th July 2016. The timing of the meeting was agreed upon, after discussion with the OGAE International board, in order to allow for continuity of the work already completed by the current Committee, and to allow new Committee members to be elected and established in their positions in readiness for the next Eurovision event in 2017.

Constitution

For its Rules (in effect, its constitution), the club has adopted the so-called 'Model Rules' under Victorian law. A full copy of the Model Rules can be located [here](#).

The club has established a number of sub-committees under its Rules, and has drafted policies relating to social media, communication, events and promotions.

MEMBERSHIP

Subscriptions

Membership is available currently at a flat-rate of \$25AUD per person, with 2016/17 membership currently valid till 30 June 2017. As the club was opened for subscription from early January 2016, the decision was made to set the membership period for up to 18 months length until the first full year of operation and until the end of that financial year.

The initial rate was set after investigation into the initial requirements and their costs of forming ESCFAN. Fees collected cover items including (but not limited to): name/business registration fees, documentation submission required by law, website registration, design and hosting, monthly banking fees, costs associated with day to day club printing, stationery and postage, event hosting (venue rental, advertising), the provision of prizes/giveaways to members, and the potential supply of OGAE cards to members.

Member Numbers & Segmentation

At the time of writing (12 July 2016), there are a total of 156 members.

Members by State	
VIC	58
NSW	54
QLD	11
SA	9
WA	12
TAS	2
ACT	6
NT	0
OVERSEAS	4
TOTAL MEMBERS	156

Members by Age	
Not Given	26
0 to 19	4
20 to 29	23
30 to 39	40
40 to 49	32
50 to 59	28
60 Plus	3
TOTAL MEMBERS	156

Gender Diversity	
Male	103
Female	53
TOTAL MEMBERS	156

DELIVERABLES



ESCFAN members at the Australian Embassy Party in Stockholm, May 2016

Despite its only recent inception, ESCFAN has forged good relationships with important partners. The club has already cooperated with Australian broadcaster, SBS; working together on our events, providing valuable fan feedback as well as having a number of our members invited to take part in filming postcards aired as part of the Eurovision 2016 broadcast. We also negotiated special ticket discount deals with an upcoming theatre production of 'Song Contest - Almost Eurovision' for members, and organised a special competition giveaway for tickets with the Australian Embassy in Stockholm for their exclusive Dami launch party in May 2016.

Within our membership and the wider Australian fan community we have undertaken a survey to further understand what they wish a local fan club to offer and how it should operate. [The results of this were published in early January 2016](#), and continue to inform and guide the way in which the Committee advances the club's purposes. The club interacts with its members and other fans via our various online portals, and we invite our members to actively play a role in the club by providing photos and written pieces, and taking part in competitions, such as the contest conducted to select the club's logo (February 2016).

Beyond our borders, we have reached out to the international fan community online, supporting their entries and selection processes. International delegations have also generously offered help with our events, by way of shout-out videos and giveaways at our April 2016 Preview Party event.

Online Presence

Website - <http://www.escfan.com.au>

Facebook - <https://www.facebook.com/EurovisionSongContestFansofAustraliaNetwork/>

Facebook discussion group (members only) – <https://www.facebook.com/groups/escfan/>

Twitter - @ESCFAN_club, https://twitter.com/ESCFAN_Club

Youtube – (ESCFAN) <https://www.youtube.com/channel/UCAYmK45OicrMr9il7PybTqw>

Offline Presence

The club has a mailing list and produces ad-hoc e-newsletters to our members relating to important announcements and upcoming events.

For recruitment purposes, we have been present at other events and festivals where we believe we may encounter current Eurovision fans and potential future members, such as the Midsumma Festival in Melbourne, and provision of club flyers and membership forms at the theatre where the stage show ‘Song Contest - Almost Eurovision’ was held.

We have further forged a valuable relationship with media, such as JOY FM - a LGBTQI radio station based in Victoria. They regularly report on our activities and encourage Eurovision fans to join.



OGAE Competitions

As ESCFAN now enjoys membership status within the OGAE, we are committed to future participation in the range of competitions and other participation based activities offered. Work is underway in selecting entries for the 2016 OGAE Song Contest and Video Contest, and at the 2017 OGAE Second-Chance Contest. Such competitions encourage participation and activity within clubs, requiring our members to suggest appropriate entries of Australian artists to compete against those offered by other OGAE clubs across Europe. Our hope is that these will prove competitive and as successful as our own participation within Eurovision.

In addition, ESCFAN as OGAE Australia will be able to contribute to one of the most valued, large-scale prediction tools of Eurovision - the OGAE Preview Poll. All Australian members will be given the opportunity to vote for their favourite entries in early 2017, which will then form the Australian vote towards the overall OGAE Member results.

OGAE Cards & Ticketing

As ESCFAN has achieved Candidate status within the OGAE community, it now enjoys the benefits of many other OGAE clubs across Europe. For 2017, ESCFAN will be able to supply its members with OGAE ID cards, which entitle holders discounts at the official Eurovision.tv website, access to special venues and events during the weeks of Eurovision, and potentially the ability to apply for special passes for the key host city party venue (Euroclub). For our members, supply of this card relies upon the collection of photos and the individuals' acceptance of ESCFAN as their primary fanclub.

Additionally, ESCFAN-OGAE Australia card holders will enjoy the benefit of being able to submit their name to a ticket ballot process for the 2017 contest. These special OGAE tickets, based in the best viewing areas, are negotiated yearly by the OGAE International board and the host city, and are sold in limited number packages to its members at a discounted rate (in comparison to individual public purchase). The location of the tickets serve as a reward to OGAE members for their ongoing support of the contest.

A copy of the 2017 Ticketing policy is available on the ESCFAN website.

Competitions

ESCFAN are committed to providing both the opportunity for its members to become more actively involved in the club, as well as provide reward for such activity. Since inception, the organisation has encouraged members to participate in a logo competition and to contribute writing to its soon-to-be-launched 'Members Corner' on the website.

With thanks to our relationships with key Eurovision contacts such as SBS, the Australian Embassy and Sony, members have been recipients of prizes such as CDs, artist promotional material and limited invitations to events.

Events Sub-committee



ESCFAN Members meet in Sydney, March 2016

The aim of the Events sub-committee is provide members with opportunities to socialise with each other through both small informal gatherings and large-scale party opportunities spread across the year and locations in Australia.

As a result of these activities, ESCFAN also hopes to encourage new memberships and repeated yearly renewals, create 'word of mouth' for the organisation, and development and growth of relationships with associated organisations and communities such as the Australian host broadcaster SBS and interested groups.

The Events Co-ordinator, (currently Sharleen Wright) oversees all arrangements for ESCFAN events and meets, and also provides advice and guidance for others who wish to undertake co-branded event & activities with ESCFAN.

ESCFAN Members are encouraged to work with the team in a volunteer basis, in the fields of event development, promotion and staffing.

Since the clubs inception, the Events Sub-committee have been responsible for delivering the following activities:

3 March 2016 – ESCFAN Club members and partners were invited to meet at the ECQ Bar on Sydney Harbour for drinks and food prior to the staging of the Conchita & Sydney Symphony



Orchestra concert held at Sydney Opera House. This evening was also the location of the official announcement of the Australian entry for Eurovision 2016 - Dami Im.

23-24 April 2016 - “ESCFAN Weekend” in Melbourne. Long weekend in Australia, with 3 associated activities. Firstly, on the Saturday there was a group attendance at new Eurovision-themed stage-show “Song Contest” that offered members access to discounted tickets, an after-performance social drinks gathering at Swedish bar duNord in central Melbourne, and then on the Sunday evening the annual Eurovision preview party was held, which allowed members both the ability to view all the 2016 competing entries and vote for their favourites, and also dance to Eurovision favourites at the disco that followed.



12 May 2016 – ESCFAN Gathering in conjunction with OGAE UK and OGAE Ireland at Hard Rock Café Stockholm. This event provided members the opportunity to socially mingle with other Australians as well as some of our International OGAE friends prior to the 2nd Semi Final over canapes and drinks. Cheryl Baker, member of Eurovision winning act Bucks Fizz was present as a special guest, and a performance was given by 2016 Cypriot entry Minus One was organised for later in the event evening.



30 July 2016 – ESCFAN AGM & post-election Euroclub Disco at King St Brewhouse located in Darling Harbour, Sydney.

The Events sub-committee also supported the efforts of its Perth fans to host a live screen event of the Eurovision Final at the Perth Crown Casino on Sunday 15th May, through the provision of newsletter mentions, prizes and supply of ESCFAN club flyers.

ESCFAN, through the sub-committee, aided the efforts of both the Australian Embassy with its special launch party for Dami Im, and the special SBS Dami Im acoustic event in Stockholm over May through the organisation of competitions for ESCFAN members to gain invitations, and co-ordination of invitations to be sent to selected OGAE International club members.

In regards to the future, one priority for the Event Sub-committee is to identify and organise live screenings of the contest in as many Australian cities as possible, with the support of SBS. Additionally, plans for such as social meets in other cities like Brisbane, Adelaide and Perth, a large-scale party ‘club ticket ballot event and disco’ in October 2016, and further big events in late 2016 and early 2017 in Sydney and also Canberra (in conjunction with the Multicultural Festival) are already underway.

Digital Media Sub-committee

The Digital Media sub-committee, led by committee member Peter Hüber, is responsible for administering ESCFAN's social media platforms, and for providing members and its related Eurovision community with access to information and engagement in fun and safe virtual environments. In addition it is also responsible for assisting both the Marketing and Events sub-committees by providing digital media support where required.

ESCFAN's current digital media properties include: its website, its public and members-only facebook pages, its twitter account, its youtube account, its redbubble account, and also shares responsibility for the info@escfan.com.au email account.

There are currently four members of the team, utilising the current club volunteer base, however due to the scope of the sub-committee's responsibilities, at least seven volunteers in total are sought in the next year, including at least one in-house graphic designer, to ensure full efficiency.

Over the past few months the Digital Media sub-committee has assisted with the development of ESCFAN's successful OGAE application, the Social Media Policy, networked with fellow clubs and researched options for future club branding.

Over the next year, the sub-committee is seeking to provide technical assistance for an Australia-wide preview party (where each state hosts a simultaneous event and can call-in their votes live to the 'host' state just like at Eurovision), conduct an overhaul of the website including new content to encourage and provide more interactivity for members, and to develop an image stockpile so ESCFAN can use exclusively in-house graphic content in all digital media content and promotions.

Promotions Sub-committee

The Promotions sub-committee is responsible for supporting ESCFAN's aims through internal and external promotional activities. Throughout the club's inception period and through to successfully gaining OGAE candidate status these activities have largely been informal. As ESCFAN moves into its next phase of maturity the activities of the Promotions sub-committee will become more formalised.

At present, the Promotions team is responsible for coordinating the OGAE Song Contest and the OGAE Video Contest, both annual competitions under the OGAE International Banner. These competitions provide opportunity for our membership to interact with the wider ESC community and further strengthen Australian ties.

Following the AGM, the promotions team will focus on introducing the new committee to ensure a strong connection exists between the membership and elected committee. We will also feature "Meet the Member", a dedicated series of articles to put our wonderfully diverse members in the spotlight. Further energy will be spent on bringing together the expansive industry and ESC

knowledge into a single contact database. This database will provide the starting point for future promotional activities.

APPENDIX A - FINANCIAL REPORT

ESCFAN INC Balance Sheet as at 30/6/2016

	This Year	Last Year
Assets		
ANZ Cheque Account	\$4,643.16	\$0.00
Paypal Account	\$226.15	\$0.00
Total Assets	<u>\$4,869.31</u>	<u>\$0.00</u>
Liabilities		
Trade Creditors	\$402.30	\$0.00
Total Liabilities	<u>\$402.30</u>	<u>\$0.00</u>
Net Assets	<u><u>\$4,467.01</u></u>	<u><u>\$0.00</u></u>
Equity		
Current Earnings	\$4,467.01	\$0.00
Total Equity	<u>\$4,467.01</u>	<u>\$0.00</u>

ESCFAN INC Profit & Loss 9/12/2015 to 30/6/2016

	This Year	Last Year
Income		
Membership Fees	\$3,600.00	\$0.00
Donations Received	\$1,165.00	\$0.00
Commissions Received	\$76.54	\$0.00
Event Income (Gross)	\$1,740.00	\$0.00
Total Income	<u>\$6,581.54</u>	<u>\$0.00</u>
Expenses		
Advertising	\$62.74	\$0.00
Bank Charges	\$72.26	\$0.00
Competitions and Prizes	\$146.61	\$0.00
Event Expenses	\$1,156.10	\$0.00
Filing Fees	\$192.00	\$0.00
Postage, Print & Stationery	\$71.75	\$0.00
Website & Internet Costs	\$413.07	\$0.00
Total Expenses	<u>\$2,114.53</u>	<u>\$0.00</u>
Net Profit/(Loss)	<u>\$4,467.01</u>	<u>\$0.00</u>

**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 incorporated association**

We, John Tzimas and Alistair J L Craig, 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 2016.”

Signed:  John Tzimas (Treasurer)

Date: 2nd July 2016

Signed:  Alistair J L Craig (Secretary)

Date: 5th July 2016
