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ANNUAL REPORT
2016/17

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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.

Over the course of the past 18 months, ESCFAN has already managed to achieve many of the targets set by its members, including an online and offline presence (website, Facebook, Twitter, newsletters), a series of activities and events across Australia and at Eurovisions held in Stockholm and Kyiv, access to our Eurovision artists through the broadcaster and to event tickets, and the most anticipated, achieving full membership status with the OGAE International Bureau.

Whilst policies and deliverables are firmly in place now for items such as member ticketing and social media rules, there is still much to be done to ensure that ESCFAN reaches its full potential and agreed vision:

“To ensure that ESCFAN (OGAE Australia) is the number one option for Australian fans of Eurovision”

The Committee now have four sub-committees in place to look after yearly plans and their delivery in regards to events, digital & social media, memberships & partnerships and rules & governance. It is the task delivery of these sub-committees that is crucial to the clubs continued development and success.

Future plans for the club include the streamlining of the election process, development of a clear and concise disciplinary process, expansion of the events (in type, number and location), increased activity through our digital portals to engage members more year-round, and encouragement of further memberships and sponsorship for the club.

HISTORY



ESCFAN Members Second Chance meet in Melbourne, October 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.

OGAE Membership

Over the course of 2016, 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 12th May 2017 at the OGAE International AGM, ESCFAN - by unanimous vote - was accepted for full membership into the International Bureau after a 12-month trial period.



GOVERNANCE

Committee Members

POSITION	NAME	RESIDENCE
President	Sharleen Wright	NSW, Australia
Vice President	Renee Pozzi	WA, Australia
Secretary	Alistair Craig	VIC, Australia
Treasurer	John Tzimas	VIC, Australia
Committee Member	Jordan Busic	NSW, Australia
Committee Member	Stephen Sykes	NSW, Australia
Committee Member	Kelly Coomber	QLD, Australia
Committee Member	Troy Bass	SA, Australia
Committee Member	Bente Tullberg	VIC, Australia



2016-2017 ESCFAN Committee

*(from left to right - Jordan Busic, Bente Tullberg, Alistair Craig, Troy Bass, Sharleen Wright, John Tzimas.
Unavailable on the day: Kelly Coomber and Renee Pozzi)*

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*.

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 2017 annual general meeting (AGM) and Committee elections on 19th August 2017.

Constitution

For its Rules (in effect, its constitution), the club has adopted the '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 events, digital & social media, rules & governance, and memberships & partnerships.

MEMBERSHIP

Subscriptions

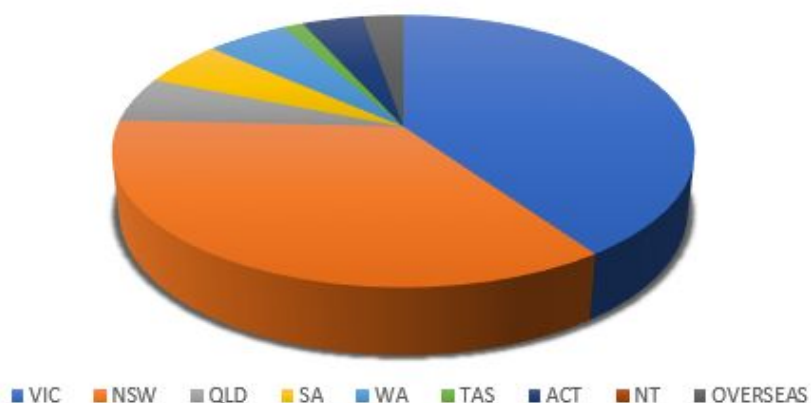
Membership is available at a flat-rate of \$25AUD per person, with 2017/18 membership currently valid till 30 June 2018. As per the agreed motion carried at the last AGM in July 2016, the fee remained the same as the prior year.

Fees collected cover items including (but not limited to): business 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 supply and postage of OGAE cards to members.

Member Numbers & Segmentation

As of 30th June 2017, our membership has grown to 223 members in total. Over 75% of the total membership resides in two States - New South Wales and Victoria.

Membership By State



Members by State	
VIC	90
NSW	79
QLD	12
SA	12
WA	12
TAS	3
ACT	9
NT	0
OVERSEAS	6
TOTAL MEMBERS	223

Members by Age	
Not Given	40
0 to 19	4
20 to 29	31
30 to 39	51
40 to 49	52
50 to 59	41
60 Plus	4
TOTAL MEMBERS	223

Gender Diversity	
Male	147
Female	76
TOTAL MEMBERS	223

TREASURERS REPORT

(Our treasurer, John Tzimas, explains some of the numbers included in the official financial report attached in Appendix A).

Our inaugural year ended 30th June 2016 was a very successful financial year due primarily to the membership fees that covered an 18 month period. As a result some expenses associated with those memberships were incurred in the 2017 year. Primarily these related to the printing and delivery of OGAE Cards which amounted to around \$1,000.

Memberships are our main source of revenue with 140+ members signed up in 2016 and 80+ members in 2017. As of the date of this report the majority of these have renewed and we already have new memberships for 2018. These fees will allow us to deliver free and subsidised events and competitions for members and cover all the costs required to run a successful club.

We were expecting to run at a loss in 2017 due to the costs mentioned above, however with the success of our events we were able to reverse this into a surplus for the year. The Melbourne Cruise event raised over \$4,000 which was shared with Joy 94.9 and thus provided ESCFAN with \$2,000+ additional surplus. As well as being a financial success the event opened up ESCFAN to a broader audience which resulting in greater recognition and also new memberships.

As this is a national club we have significant expenses to keep ESCFAN running. Other than membership and event costs - web related costs and postage are our next main recurring costs. The committee always meet by Skype and incur their own costs in relation to attending events away from home. In 2017 we decided to hold a physical meeting to discuss the future of ESCFAN and develop some deliverables for the membership. The costs of this meeting were subsidised by ESCFAN to enable as many committee members to be present as possible. This was a once off expense that should not be repeated.

The last two committees have left ESCFAN in a very secure and strong financial position so that members can be confident that the club can look to the future with ease.

Moving forward to 2018 we anticipate renewals to continue and memberships to grow. With some work on sponsorships we aim to deliver free/subsidised events and competitions that will keep the membership engaged both in Australia and hopefully in Portugal.

DELIVERABLES



ESCFAN members day out in Chernobyl Ukraine, May 2017

ESCFAN continues to listen to our membership and the wider Australian fan community to ensure that what the club delivers is what our members want. Just as we did at the start of our club, we have undertaken another survey at the start of 2017 to further understand what a local fan club should offer and how it should operate. The results of the survey, as well as ad-hoc emails and messages received from members, continually informs and guides ESCFAN and its deliverables.

As expected, ESCFAN has continued to forge good relationships with important partners. The club has already cooperated with Australian broadcaster, SBS; working together on our events and ensuring our members feature as a valuable part of its coverage over the Eurovision weeks. We also enjoy high standing with the Australian Embassy and other government agencies such as SmartTraveller, who provided us with valuable information and resources for attendance in Kyiv this year. We have further forged valuable relationships with media, such as ABC-TV and Radio, JOY FM - a LGBTQI radio station based in Victoria, as well as many other local and international print media, radio and online outlets.

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 Chillout Festival in Daylesford and on the ground in Kyiv at this years Eurovision.

OGAE Competitions

Given ESCFANs full membership status within 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 2017 OGAE Song Contest and Video Contest, and a winner for 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.

In 2016, despite being our debut year as a club, we attracted top 10 results for our OGAE entries, with our OGAE Song “Wings” by Delta Goodrem coming in 2nd place, and our OGAE Video “In My Blood” by The Veronicas coming in 6th place.

In addition, ESCFAN as OGAE Australia was this year able to contribute to one of the most valued, large-scale prediction tools of Eurovision - the 2017 OGAE Preview Poll. All Australian members were given the opportunity to vote for their favourite entries earlier this year, which then formed the Australian vote towards the overall OGAE Member results.

OGAE Cards & Ticketing

As ESCFAN has achieved membership status within the OGAE community, it now enjoys all the benefits of the many other OGAE clubs across Europe. During late 2016 and early 2017, ESCFAN was able to coordinate with the OGAE International Bureau and printers based in Finland to supply members with internationally-recognised OGAE ID cards, which entitle holders discounts at the official Eurovision.tv website, access to special venues and events during the weeks of Eurovision. This will continue through 2017 and 2018 following the renewal period.

For our members, supply of this card relies upon the collection of photos and the individuals’ acceptance of ESCFAN as their primary fanclub.

Despite the challenges of a Ukrainian Eurovision hosting, with late organisation and far fewer tickets secured for OGAE members internationally than usual, we were successful in supplying special fanclub organised ticket packages to all members who requested them in 2017.

And once again in 2018, ESCFAN-OGAE Australia card holders will enjoy the benefit of being able to submit their name to a ticket ballot process. 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 2018 Ticketing policy is available on the ESCFAN website.

Other 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. Over the past twelve months, the organisation has run several competitions. These included random draws for voting outcomes at the various OGAE competitions, best dressed at our events and the 2017 ESCFAN Tipping Competition, where members were encouraged to predict the outcome of this year's contest. The latter competition was won by Steven Garner, who received a goodie bag of souvenirs from the Kyiv contest.

With thanks to our relationships with key Eurovision contacts in both Kyiv and Australia, such as broadcaster SBS, Sony Records and the Australian Embassy, members have been recipients of prizes such as CDs, artist promotional material and limited invitations to events. We would also like to thank Jordan Busic and Sharleen Wright for running these competitions.

Events Sub-committee



ESCFAN events sub-committee delivering the Sydney Preview Party, April 2017

The Events team headed up by ESCFAN President Sharleen Wright (alongside Jordan Busic, John Tzimas, Troy Bass and Renee Pozzi) 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.

The aim of the Events sub-committee is to 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.

ESCFAN Members are encouraged to work with the team in a volunteer basis, in the fields of event development, promotion and staffing. The sub-committee has also developed a suggestion form, available on the ESCFAN website, so that members can directly suggest and help implement future events.

Over the course of the last 12 months, the Events Sub-committee have been responsible for delivering the following activities:

22 October 2016 – “Second Chance Socials”

Held concurrently in Sydney, Melbourne and Yackandandah, this was a chance for ESCFAN members to get together on a Saturday afternoon to watch selected songs from the 2016 national finals season and select their favourite song that could have gone to the Eurovision Song Contest. In addition, the Sydney social hosted the live draw of the 2017 Eurovision ticket ballot for ESCFAN members, which was also streamed live via YouTube .



8 April 2017 - “Eurovision Preview Party Cruise” in Melbourne. ESCFAN held a Melbourne Dockland cruise, in conjunction with JOY-FM. The boat hosted two levels of entertainment over the 4 hours, including all the 2017 filmclips on a big TV, as well as a disco for the Eurovision party animals. It was attended by more than 200 people.



15 April 2017 - Sydney Preview Party. For the first time, ESCFAN also held a Eurovision preview party in Sydney, which allowed members both the ability to view all the 2017 competing entries on a big screen and vote for their favourites, and then a nightclub afterwards where fans could dance to Eurovision favourites.



11 May 2017 – ESCFAN Gathering in conjunction with OGAE UK and OGAE Ireland at O’Briens Irish Pub in Kyiv. 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.

19 August 2017 – ESCFAN AGM & post-election Euroclub Disco at Bella Union Bar, Melbourne Victoria.

The Events sub-committee also coordinated a casual gathering in Sydney for members to collect their OGAE International cards, a number of Ukrainian day tours to the likes of Chernobyl and a Missile Base for ESCFAN members, as well as a member dinner whilst in Kyiv that led to coverage for the club on SBS TV program 'The Feed', and in other international press.

ESCFAN, through the sub-committee, aided the efforts of both the Australian Embassy with its special launch party for Isaiah, and the special SBS Isaiah event in Kyiv. All attending ESCFAN members were therefore offered invitations to these events on Saturday 5 May and Wednesday 10 May 2017.

In regards to the future, the Event Sub-committee priorities remain the opportunity to organise live screenings of the contest in as many Australian cities as possible (with the support of SBS), increased numbers and types of events (such as the introduction of trivia nights, karaoke, etc), and how to implement plans for successful social meets in other cities like Brisbane, Adelaide and Perth.

Digital & Social Media Sub-committee

The Digital & Social Media sub-committee, led by Vice President Renee Pozzi (aided by Sharleen Wright), is responsible for administering much of ESCFAN's communications; providing members and its related Eurovision community with access to information. In addition, it is also responsible for assisting other sub-committees by providing digital media support where required (such as flyer and advertising design).

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

Over the course of the 2016-17 term, the sub-committee were responsible for not only delivering a new and long-term-use professional logo for the fanclub within its first 4 months, as well as the re-development of the ESCFAN website (moving from Wix to WordPress), utilisation of a new newsletter facility and the re-design of other social platforms and merchandise to create consistent ESCFAN branding.

The team have also been responsible for putting into place a new set of Facebook forum rules and a new process by which members can report complaints in regards to social media usage.

For the future, the Digital & Social Media sub-committee hopes to recruit a number of volunteers to help with the maintenance and also monitoring of Facebook, ESCFAN website and Twitter. Given the significant amount of time spent on the upkeep of the social media properties and the expectations of other areas of the club to have the aid of digital sub-committee in creating marketing materials, it



will also be important that club members are encouraged to contribute to the website for ongoing content.

Online & Offline Presence List

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>

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

Rules & Governance Sub-committee

This Sub-committee, headed up by Stephen Sykes supported by Alistair Craig and Kelly Coomber and are responsible for the creation and update of Committee Policies and Model Rules including the re-writing of various procedures in relation to the Annual General Meeting.

It was forged in response to member feedback from July 2016; noting that the current rules, including the election procedures, was far lengthier and more complicated than expected or necessary for the running of a simple fanclub.

Delivery of new draft rules were expected to be delivered over the course of the 2016-17 term in readiness for the upcoming 2017 Annual General Meeting. It is the hope of Committee that any changes would then be voted for adoption by attending ESCFAN members in order to streamline our club processes and procedures in the future.

A report was prepared for the committee by the sub-committee and the committee resolved at its 24 July 2017 meeting to refer the report to the new Committee following the 2017 Annual General Meeting.

Memberships & Partnerships Sub-committee

Previously known as the Promotions Sub-committee, it was re-tasked as Memberships & Partnerships in April 2017, following a Committee face-to-face working meeting held in Melbourne.

Headed up by Committee member Bente Tullberg, it is responsible for member recruitment and publicity outside the membership base, as well as identifying and harnessing opportunities to broaden the clubs relationships. This includes, but is not limited to, joint activities with the likes of the EBU, broadcasters, record companies and artists; sourcing of sponsorship, advertising and prize giveaways, and the further development of a volunteer base and fundraising.

Given its relatively new status, the sub-committee is yet to complete a charter outlining duties, set expectations and timeframes as well as future plans.

APPENDIX A - FINANCIAL REPORT

ESCFAN INC Balance Sheet as at 30/6/2017

	This Year	Last Year
Assets		
ANZ Cheque Account	\$327.71	\$4,643.16
ANZ Online Saver	\$5,005.15	\$0.00
Paypal Account	\$268.00	\$226.15
Prepayments	\$150.00	\$0.00
Total Assets	<u>\$5,750.86</u>	<u>\$4,869.31</u>
Liabilities		
Trade Creditors	\$0.00	\$402.30
Total Liabilities	<u>\$0.00</u>	<u>\$402.30</u>
Net Assets	<u>\$5,750.86</u>	<u>\$4,467.01</u>
Equity		
Retained Earnings	4467.01	\$0.00
Current Earnings	\$1,283.85	\$4,467.01
Total Equity	<u>\$5,750.86</u>	<u>\$4,467.01</u>

ESCFAN INC Profit & Loss 1/7/2016 to 30/6/2017

	This Year	Last Year
Income		
Membership Fees	\$2,025.00	\$3,600.00
Donations Received	\$50.00	\$1,165.00
Commissions Received	\$98.22	\$76.54
Event Income (Gross)	\$3,860.00	\$1,740.00
Interest Received	\$5.15	\$0.00
Total Income	<u>\$6,038.37</u>	<u>\$6,581.54</u>
Expenses		
Advertising	\$0.00	\$62.74
Bank Charges	\$33.20	\$72.26
Competitions and Prizes	\$126.50	\$146.61
Event Expenses	\$2,085.01	\$1,156.10
Filing Fees	\$55.80	\$192.00
Gifts	\$54.13	\$0.00
Meeting Expenses	\$952.91	\$0.00
OGAE Related Costs	\$415.31	\$0.00
Postage, Print & Stationery	\$598.97	\$71.75
Website & Internet Costs	\$432.69	\$413.07
Total Expenses	<u>\$4,754.52</u>	<u>\$2,114.53</u>
Net Profit/(Loss)	<u>\$1,283.85</u>	<u>\$4,467.01</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 JOHN LINDSAY 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 position of **Escfan Inc.** during and at the end of the financial
year of the association ending on 30th June 2017.

Signed:  John Tzimas (Treasurer)

Date: 12 July 2017

Signed:  Alistair John Lindsay Craig (Secretary)

Date: 12 July 2017
