



# ANNUAL REPORT 2021/2022

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## EXECUTIVE SUMMARY

I am pleased to present to members and other interested persons the Annual Report for ESCFAN Inc (also trading as OGAE Australia) for the 2021-22 financial year.

The 2021-22 period for OGAE Australia can be summarised in one word: transition. With restrictions relating to the COVID-19 pandemic starting to ease, with little hiccups along the way such as the Delta lockdowns and the Omicron wave, the club has started to return to a form of normality over the course of the 2021-22 FY.

At the start of the 2021-22 FY, the club undertook, as part of its transition to being more transparent and accountable to members, an Open Forum in August. This provided the opportunity for members to directly ask the Committee a wide variety of questions. This led into the Special General Meeting in October, where members voted in favour of particular changes to the rules, such as clarifying the consequences of resigning membership of the club, alongside clarifying the objectives of the association. While a clear reform needed for the association - online elections - did not pass, it provided an impetus for future committees to review and ensure the election process is clear, simple and effective in addressing member concerns.

The 2021 AGM saw a new and wide-ranging group of members step up to serving on the OGAE Australia committee, including Priyant Pratap as President, Michael Romano as Vice-President, Kelly Coomber as Treasurer and Jack Eaton as Secretary, alongside Craig Jeffery, Jordan Vouroudis and Jamie Williams as Ordinary Committee Members. The committee went from being 'Victoria-centred' to having representation from almost every state and territory in Australia except Northern Territory and Tasmania. Notwithstanding Priyant's departure in January 2022, the committee has made great strides in supporting a positive move forward for the association and focusing the association's attention towards a kinder, more respectful and more open association. Further inclusion of Peta-Elliott Green and Kingsley Dawes over the course of 2022 further enhanced the work of the committee.

There have been a good range of events that have occurred in the past financial year, predominantly online in 2021 due to the pandemic, with a shift towards more in-person events in 2022, such as at Australia Decides on the Gold Coast and our Preview Parties in Brisbane, Sydney, Melbourne, Adelaide and Perth. This year was also the first time in two years where members were able to attend Eurovision in person in Turin, and we were able to make the most of the Ticket Ballot process begun by the previous committee.

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We've also seen greater engagement by members to arrange their own gatherings, such as members attending viewing events for Eurovision across different cities during the period, as well as online meetups and livestreams. We are excited to see these types of engagements continue into the future, allowing the association to prioritise larger scale events, such as Preview Parties and contests.

Going forward, I am excited to see the club continue to grow, not just in membership, but in the opportunities that members can create through connecting with each other. We hope this marks a positive shift in the association going forward.

On behalf of the committee of OGAE Australia - love love peace peace,

### **Lachlan Woods**

President (February 2022 - present)



Above: Lachlan Woods (President) with members of OGAE Australia in ESCFan OGAE Australia and Eurovision t-shirts, alongside face masks in the style of Sheldon Riley.

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## GOVERNANCE

### OGAE Australia Committee Members 2021 - 2022

<b>POSITION</b>	<b>NAME</b>	<b>RESIDENCE</b>
President	Rowan Quigley (resigned 18 December 2021)	Victoria
President	Priyant Pritap (elected 18 December 2021, resigned 20 January 2022)	New South Wales
President	Lachlan Woods (promoted from General Committee to President 28 January 2022)	Australian Capital Territory
Vice President	Danie Tregonning (resigned 18 December 2021)	Victoria
Vice President	Michael Romano (elected 18 December 2021)	Western Australia
Secretary	Kurtis Carter (retired 18 December 2021)	New South Wales
Secretary	Jack Eaton (elected 18 December 2021)	South Australia
Treasurer	Kelly Coomber (elected 18 December 2021)	Queensland
Committee Member	Mark Perkins (resigned 18 December 2021)	Victoria
Committee Member	Fleur Menezes (retired 18 December 2021)	Victoria
Committee Member	Craig Jeffery (elected 18 December 2021)	South Australia
Committee Member	Jamie Williams (elected 18 December 2021)	Victoria
Committee Member	Jordan Vouroudis (elected 18 December 2021)	New South Wales

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Committee Member	Peta-Elliotte Green (elected to fill casual vacancy 28 December 2021)	New South Wales
Committee Members	Lachlan Woods (resigned 28 January 2022)	Australian Capital Territory
Committee Member	Kingsley Dawes (elected to fill casual vacancy 8 February 2022)	Western Australia

## 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 2021/2022 were held on the second Wednesday 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. In 2022 the AGM will be held in Sydney with a satellite location in Perth, Western Australia. The satellite location is a trial as an alternative to the needed rule changes. The event will be streamed online for those who cannot physically attend either of the locations.

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## 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 have been approved by Consumer Affairs Victoria (CAV) and are available on the Organisation's website.

The Committee are still seeking to make improvements to other provisions in the Rules, notably the election procedure and disciplinary/grievance procedures. Work is ongoing on these, as well as the adoption of a Code of Conduct and a review of the Social Media Policy.

## Administrative Activities

OGAE FB Presidents Board	Priyant Pratap* Lachlan Woods
OGAE International AGM Representative	Lachlan Woods
Broadcaster Liaison and Public Relations	Lachlan Woods
OGAE International Membership Cards	Kelly Coomber Lachlan Woods
OGAE Contest Coordination	Michael Romano Lachlan Woods
Financials and Membership Management	Kelly Coomber
Graphic Design	Craig Jeffery Jordan Vouroudis
Membership Coordinator	Kelly Coomber
Minutes of Meetings	Jack Eaton

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Meeting Summaries	Jack Eaton
AGM 2022	All Committee
Social Media Coordination	Jordan Vouroudis Michael Romano Lachlan Woods Peta-Elliotte Green
Social Media Moderation	Jordan Vouroudis Michael Romano Lachlan Woods
Rules and Governance	All Committee
Website Management & Updates	Lachlan Woods Peta-Elliotte Green Jordan Vouroudis
Information Technology	All Committee
Club Competitions	Michael Romano

\*did not continue on the committee

## MEMBERSHIP

### Subscriptions

Membership is available at a flat rate of \$25 AUD per person, with 2022/2023 membership currently valid till 30 June 2023, 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

2022 has been a growth year for OGAE Australia driven in part by the easing of travel restrictions and greater interest in in-person events.

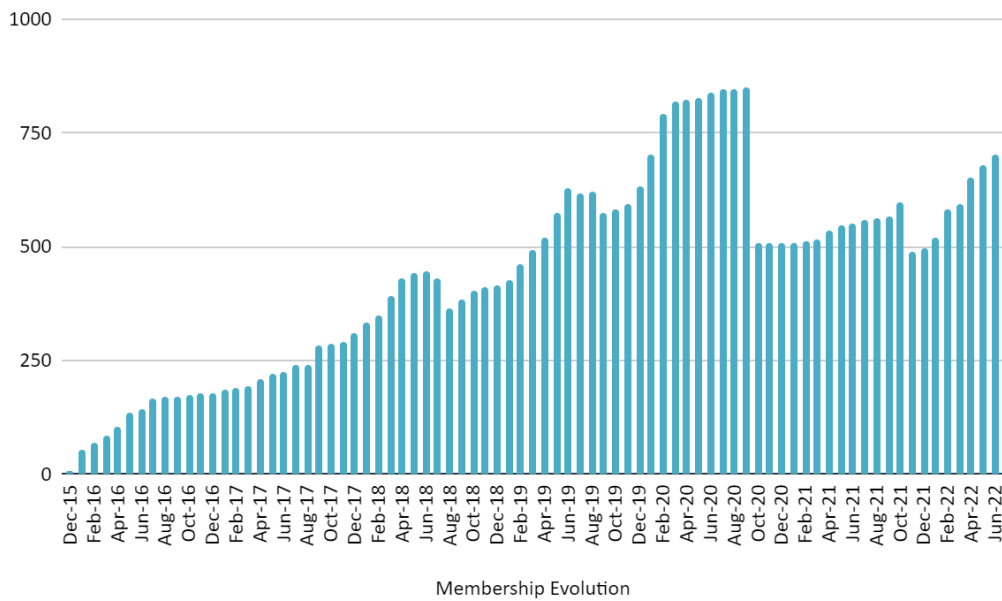
Membership at the end of the 2021/2022 financial year was 753, a net increase of 150 members over the year. 130 members either cancelled or didn't renew their

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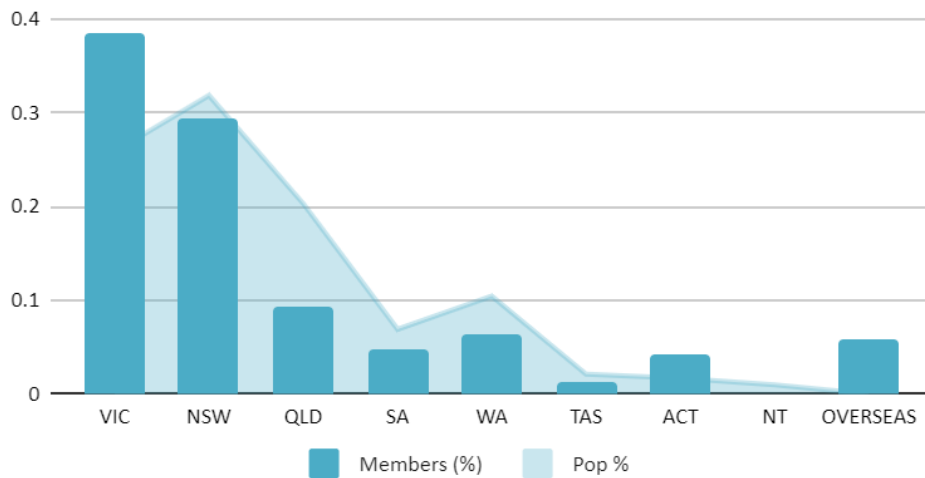


membership in the year, representing new membership of 280. This is an impressive number and represents significant administration time from the Committee and Membership Coordinator.

Whilst the membership demographic remains skewed towards Victoria and New South Wales, the largest proportionate growth has been experienced in Western Australia, thanks largely to the efforts of Kate Hansen and our Western Australian based Committee members.



Membership Demographic (by state)



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## TREASURER'S REPORT

ESCfan Inc made a profit of \$7,907.37 for the financial year ended 30 June 2022 (\$5,577.77 in 2021). This improved profit is due to a significant increase in membership revenue, supported also by events that broke-even or made slight profits.

Membership revenue remains the primary revenue of the Organisation (2022: \$16,361, 2021: \$10,475). This was supported by revenue from events (compared to no in-person events during prior year) and sponsorship/donation revenue received from the European Union Delegation to Australia.

The most significant expenditure for the year was in the provision of events (\$13,731) followed by OGAE card expenditure. The Organisation also purchased a number of logo t-shirts which is also shown as an expense in the profit and loss (\$2,430.24).

The overall profit position shows a sustainable business model supported by growing membership and events.

At the end of June 2022, the Organisation had a cash reserve of \$22,949.06. (2021: \$14,863.91). The Accounts Receivable at the end of the year have since been collected and there is no need to consider an allowance for doubtful debts.

It was noted in the 2020-21 Annual Report that a number of travel related credits still existed, namely \$1,642.90 (Icelandic Air), \$250 (Virgin) and \$388.36 (Qantas). These have now all lapsed and are not available for future use.

The organisation continues to be able to pay its debts as when they fall due and therefore it is considered a going concern with no current liquidity risks.

A budget has been prepared for the next financial year with an emphasis on investing a significant proportion of the current cash balance into events, particularly the 2023 Preview Parties.

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## 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 and the revamped OGAE Song Contest, created as a merger of the OGAE Song and OGAE Video Contests from 2022 onwards. We also take part in the smaller Retro Contest each year, although it was cancelled for 2022.

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 the OGAE Second Chance and Song Contests.

For each of the contests in 2021/22, OGAE Australia achieved the following results:

- **OGAE Second Chance Contest 2021:** Did not participate
- **OGAE Retro Song Contest 1968 / Guest Jury Hits 1968:** The Bee Gees, "I've Gotta Get a Message to You" - 3rd place in Guest Jury Hits 1968, 189 points
- **OGAE Song Contest 2021:** Tones and I, "Fly Away" - 1st place, 172 points
- **OGAE Video Contest 2021:** Kylie Minogue, "Say Something" - 5th place, 103 points
- **OGAE Song Poll 2022:** Sheldon Riley, "Not the Same" - 18th place, 16 points

### OGAE Cards

OGAE International stipulates the use of an application called Cardskipper to manage OGAE membership cards. This replaced physical cards in 2018. The Cardskipper process has been very frustrating through the 2021/2022 year and is certainly not yet solved moving forward.

New card applications are made in the month of membership application and links are sent via email from OGAE International's administration account. Members report difficulty receiving these emails and we continue to work through these issues with OGAEI.

Cardskipper activation penetration (activated accounts divided by total membership) is an important metric and it is used to apportion ticket packages.

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It's important for our club that our members activate their accounts. We will be looking at ways to incentivize the use of Cardskipper in the coming year.

## Fan Package Ticketing

For our registration for the 2022 Ticket Ballot, we received 116 applications. As with previous years, ticket packages were 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. The lists were made available to members via the association's website in December 2021.

For the 2022 contest, the following packages were made available to OGAE Australia:

Type	Cost	Number
Standing live show package	€950	5
Live show package	€850	12
Live show package	€700	16
Live show package	€550	4
<b>Sub-total: Live shows</b>		<b>37</b>
Jury show package	€350	10
Jury show package	€170	4
<b>Sub-total: Jury shows</b>		<b>14</b>

In the lead-up to the ballot allocation, a significant number of withdrawals occurred, mostly due to the increased cost of overseas travel and broader concerns about COVID-19. This meant that every remaining person in the ballot was able to receive a package of some sort, alongside additional members who did not apply during the original timeframe, namely newer members of the club. While we hope this does not occur in the future, future committees may need to consider amending the Ticketing Policy to consider these types of situations.

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It has also been accepted going forward that treating live show packages as a 'success' for the purposes of the loyalty list allocation will be continued and revised at a later date if needed (for example, if there is a particular year where more jury show packages are allocated to OGAE Australia than live show packages).

## Social Media Management and Moderation

As a geographically dispersed association, much of our focus remains on providing online spaces for our members and the community to interact. Through our various social media accounts we reach out to the community in an attempt to engage them in Eurovision related media and events. This is predominantly achieved through Facebook, Instagram and our public playlists on Spotify.

We continue to provide digital spaces for our members to interact through Facebook and Twitch.

This year the Committee elected for moderation to select committee members and in general the interactions online are respectful and don't need intervention. This allows the Committee to focus on generating content and planning future activities and outlets.

## Events

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

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. Of course, over the course of 2022 with COVID-related restrictions easing, we are looking towards having a more reasonable balance between protecting the health and wellbeing of our members, alongside ensuring we can deliver great events, as seen with our measured approach towards the 2022 Preview Parties.

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.

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## EVENTS AND SOCIAL ACTIVITIES

### 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: the OGAE 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 *I've Gotta Get A Message To You* by The Bee Gees to Retro and came 3rd in the Guest Jury part of the contest.

The 2022 OGAE Retro Contest was meant to cover the 1969 edition of the contest and hits from 1969, however the contest was cancelled by the organisers of the contest due to personal reasons.

### 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.

OGAE International undertook a vote to decide between OGAE Australia (as winners of the OGAE Song Contest 2021) and OGAE France (as winners of the OGAE Video Contest 2021) on who will host the OGAE Song Contest 2022. It was

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decided that OGAE Australia would be the host of the OGAE Song Contest 2022 through a draw of a hat due to a tied vote of the OGAE International Bureau.

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

2021 marked 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.

Australia came 5th in the overall contest, with Julien Doré's *Nous* winning for France.

### **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.

We endeavour exploring ways in which we can engage and get people excited about the 2022 Junior Eurovision being hosted in Yerevan, Armenia.

### **Open Forum – Committee Q&A**

An online forum was held to foster an open dialogue of discussion between the Committee and the Members. A good conversation was had around several topics, including the ongoing culture of the Organisation, events in the Organisation's history and the future path forward. Most participants were respectful of the forum and of each other and the general consensus was that this style of discussion is useful and should be explored further in the future.

### **OGAE Australia Special General Meeting**

A Special General Meeting (SGM) was held in October 2021 where a number of rule changes were presented for consideration. The proposed changes included modifications to election processes, adopting inclusive language in our rules, and adjustments to the process of member resignations and leave of absence provisions for Committee members. Some motions were passed. The motion around rules for elections was not passed, however, so AGM's for now remain in-person events, with paper voting and proxies, and streamed online for those who cannot attend.

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## **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. The subsequent allocation of packages is discussed above.

## **OGAE Australia 2021 AGM & Afterparty**

The 2021 AGM of ESCFAN OGAE Australia was held on Saturday 18, 2021 at Mt View Hotel, Richmond, Victoria. The whole meeting was streamed live for those who cannot attend, with the subsequent after party a great night for members to catch up and party for a long night afterwards.

## **Joy 94.9 Top 100**

After a hiatus in 2021, this year saw a return to a collaboration with Joy 94.9 for a countdown of the ESC Top 100. Members of both Joy 94.9 and of OGAE Australia voted for their favourite Eurovision songs of all time. This culminated in a live radio broadcast across Australia of the top 100 songs.

Members of our club were given a unique opportunity to go live on air with the team of Babble Pop to have discussions about Eurovision and participate in the countdown from 100 to 1.

The final result saw Loreen take out the top spot with her song *Euphoria* and Dami Im's song *Sound of Silence* coming a close second.

## **Midsumma Carnival**

January 2022 saw the first event of the calendar year for OGAE Australia to promote itself to new and potential members, with a stall at Melbourne's Midsumma Carnival. This is one of the biggest Melbourne LGBTIQA+ events of the year and attracts around 120,000 people across a broad range of ages and demographics.

The stall was set up in a blaze of Eurovision colours and excitement and had a focus on the fun and activities that OGAE provides for members. Volunteers at the stall spoke with hundreds of new and potential members about the benefits of joining OGAE Australia. It was great to see people excitedly approaching the stall who didn't know our club existed and wanting to become members.

## **Sydney Mardi Gras**

The Sydney Mardi Gras Fair Day was held on Sunday 20 February 2022, and for the first time OGAE Australia had a stall on that day. It was a wonderful day where people from across Sydney and elsewhere gathered to celebrate and also get to know the club. We were also able to quickly promote our events over the weekend

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of Australia Decides at the same time. Special thanks goes to members Fiona Andrews, Jaie Campbell, Lee Martin, Luke Lynch and Kurtis Carter for coming along and helping out on the day.

### **Australia Decides & Afterparty (Gold Coast)**

Australia Decides was held on 25 and 26 February 2022. Occurring close to the border reopening, the event was held to strict safety standards. Everyone was seated and had to wear a mask. The Friday jury show was followed by KEiiiNO at Hard Rock Cafe which was attended by a number of members and was a cracking show. Saturday we held the Australia Decides After Party after Sheldon's amazing win at the Chameleon Lounge & Bar. Due to COVID restrictions, the venue capacity numbers were restricted. Regardless, the event sold out. We had cocktail and pizza recipe competitions (won by Karen Williams and Alyx King) and the playlist was put together with cameos of Eurovision stars which was made available to watch online.

### **Australia Decides Live Viewing (Perth)**

Spearheaded by EuroClub Perth, an exclusive group of 25 met together at the Bright Tank Brewing Co to watch the Australia Decides live television event together. Along with some delicious food, sponsored by OGAE Australia, the event was held at the Brewery that had just released a Voyager beer. Being the home state of Voyager, the group largely disagreed with the outcome of the final, however a great night was had by all and it was a special shared experience for Voyager and all fans alike.

### **2022 Preview Parties**

Preview Parties are one the significant events on our online calendar and once again in 2022, they didn't disappoint.

Parties were held in Sydney, Melbourne, Perth, Adelaide and Brisbane. Significant work was put into the video production, which included many shout-outs from Eurovision Artists preceding their entry.

Each party contributed their voting for the OGAE Song Poll which, along with the online preview party, were added together for the OGAE Australia nomination of 12 points to Cornelia Jakobs' Hold Me Closer from Sweden.

Importantly, the 2022 Preview Parties were generously sponsored by the European Union Delegation to Australia. This is the first time we have partnered with the Delegation. Their sponsorship contributed to social media advertising, sound equipment and the general administration of the event. We look forward to partnering with the Delegation in the future.

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## Melbourne

Melbourne's preview party was hosted in an exclusive function area of the Newmarket Hotel in St Kilda. With the assistance of some amazing volunteers, the venue was given some Eurovision flare and welcomed 140 members and guests to celebrate the Eurovision music of 2022.

Special guest host, Melbourne drag sensation Vin Tagè was present to mingle with our members and guests. She also put on a sensational performance to some of our favourite Eurovision hits.

SBS news reporter Abby Dinham attended the event to capture some of the excitement and interview our members for a special Eurovision story to celebrate Australia's Sheldon Riley.

The night ended with our very own DJ Chris Greaves spinning tunes for some dancing till the end of the night.



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## Sydney

The 2022 Sydney Preview Party was hosted at the Sporting Globe x 4 Pines at King St Wharf in the Sydney CBD. It truly was a night of fun and laughter, a great opportunity for Sydneysiders to come together and bond over their love for Eurovision. With great food, great bar service, great music and great laughter, the night was a success with 75% of available tickets sold before the event, and the remainder sold at the door to deem this event as sold out! We look forward to arranging something bigger and better in 2023!



## Brisbane

The Brisbane fanbase met at the beautiful Toscano Bar & Kitchen in Brisbane City. Whilst the AV was not perfect, it was great to see fans, new and old, come together to celebrate the 2022 song line up. On many occasions, the artist couldn't be heard over the singing in the room!

Brisbane fans showed again that while they may be smaller in number than other states they know how to have a good time. We particularly appreciated the tenacity of Sara Malihi, a new member, who was a force behind the successful event.

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## Adelaide

It was a fantastic night under the fairy lights at the Escape Hunt Bar in Rundle Mall, where Eurovision fans flocked together to watch and rate their favourite entries for 2022. We toasted our favourite contest at the bar, had some delicious pizza and got a rendition of Hold Me Closer that nobody asked for. The atmosphere was fabulous, and friendships were born and blossomed in front of the big screen. Can't wait to reunite in 2023 for another tremendous evening!



## Perth

In collaboration with EuroClub Perth, the Perth Preview Party was held at The Backlot, a cinema style experience with the big screen bringing the artists' performances to life. An enthusiastic crowd filled the room to capacity and with Italian themed exquisite catering the night was a raging success.

### 2022 Online Preview Party

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 make an overall Aussie preview party winner.

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## 2022 Eurovision Live Screening (Perth)

We were thrilled to partner with EuroClub Perth for their live screening of Eurovision 2022. Held at The Backlot, the live screening was attended by members of Voyager who helped judge the best dressed competition and gave members and guests a unique insight into the Australia Decides experience and their future plans.

## Twitch Shows

Throughout the year, Twitch was used as a platform for shared member experiences. This included live streams for the OGAE contests and also a watch-along for the launch of ABBA's first new album in 40 years - *Voyage*.

## Online Trivia 2021

On 18th July 2021, an online trivia event was hosted by Danie Tregonning and Alistair Birch via Microsoft Teams. Although the trivia experienced some technical difficulties, the event was an overwhelming success with many in attendance.

# SOCIAL MEDIA REPORT 2021/22

On a social media front, the 2021-22 club year was focused on expanding our platforms after a significant dip of social media activity in 2020.

The club's main Facebook page "Eurovision Song Contest Fans of Australia Network - OGAE Australia - OGAE Australia" is usually a destination page for the public to find our club. This page started off the club year with 1456 followers and ended with 1656 followers (increase of 13.7%). This page was utilised to give our members and the broader public a taste of what our club is about, with a prime focus on club events and news. This page was managed by Lachlan Woods, Craig Jeffries, and Jordan Vouroudis.

The club also possesses a Facebook group "Australian Eurovision". This page is open to both members and non-members. This page started off the club year with 2208 members and ended with 2581 members (increase of 16.8%). The committee's focus for this group this year was to foster a safe environment where all Australian fans of Eurovision could come together, regardless of if they were members of the club. Unsurprisingly, the page got most of its activity during the week of the 2022 contest. This group was managed by Lachlan Woods, Michael Romano, and Jordan Vouroudis.

Our Instagram profile "ESCFAN OGAE Australia" (@ogae\_australia) has slowly become a staple of the club's social media collection since its inception in 2017. Our Instagram started off the club year with 1090 followers, and ends with 1289 followers (increase of 18.2%). The club was focused on spruiking our Instagram

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presence this year, with use of eye-catching tiles and thoughtful content. This profile was managed by Lachlan Woods, Michael Romano, Craig Jeffries, and Jordan Vouroudis.

The club's Twitter "OGAE Australia" (@ogae\_australia) was also active concurrently to our other social media platforms, and quickly grew as a prominent form of contact for our club. Our Twitter presence began the club year with 1056 followers, and ends with 1198 followers (increase of 13.4%). Like our Instagram, Twitter's focus was on growth and genuine content. This presence was managed by Lachlan Woods, Michael Romano, Craig Jeffries, and Jordan Vouroudis.

We also possess a Spotify account "OGAE Australia". A smaller platform of ours, this account was utilised to create and share playlists of Eurovision songs and club-related songs, as well as fun themed play lists such as a playlist with songs of love for Valentine's Day. The account started off the club year with 75 followers and ends with 86 followers (increase of 12%). This account was managed by Lachlan Woods.

The newer edition to our social media collection, our Twitch account (@OGAEAustralia) was used as a way of broadcasting club content and bringing members together digitally. The account began the club year with a follower count of 56 and ended the club year with 72 (increase of 28.5%). OGAE Australia looks forward to utilising this platform a lot more in future. This account was managed by Lachlan Woods and Jordan Vouroudis.

Thanks to the groundwork of the previous committee, the 2021-22 committee has also continued utilising Mailchimp and Zoho for all our newsletter and email communication needs, as well as Squarespace for our website needs. The club also began using Buffer, an online social media management platform to concurrently post content across our platforms, which has saved significant time in managing the release of content across platforms.

With an overall cross-platform growth of just over 17% across all our mediums, our committee was pleased to see a growth and sustenance with all our social media platforms and hope to see even more growth in the next club year.

## **KEY RELATIONSHIPS**

### **SBS/Blink TV**

The relationship between SBS and Blink TV, as producers of Eurovision in Australia, is an important relationship for the association to build up. Lachlan had a meeting with Blink TV in the lead-up to Australia Decides in February 2022, where he was able to discuss opportunities for collaboration over the weekend, as well as exploring other arrangements, such as for Eurovision itself. This is a process that is

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ongoing, especially with the larger question mark of Australia's future involvement in the Eurovision Song Contest after 2023.

### **EuroClub Perth**

We have worked closely with Kate Hansen, the leader of EuroClub Perth, through 2021/2022 to deliver experiences for the Eurovision fan community in Western Australia. Specifically, we collaboratively delivered a live viewing of Australia Decides, the Perth Preview Party and the live viewing event. As a formidable and well-loved leader of the WA fan community, we will continue to collaborate with Kate and her team in 2023, working to define our relationship and the ways in which we support each other.

### **European Union Delegation to Australia**

In 2022 we partnered with the European Union Delegation to Australia for delivery of the Preview Parties. This is a strategic partnership with a connection into the greater Europe, rather than specific countries. We hope to continue developing this relationship in the future to provide mutually beneficial outcomes.

### **JoyFM**

Joy 94.9 is an Australian not-for-profit LGBTIQ+ media organisation which provides content across multiple platforms. This is the third time Joy 94.9 and OGAE Australia has worked together on the Eurovision Top 100 project. WE hope to continue the relationship with JoyFM into the 2022/23 year, taking into consideration the feedback from our members. .

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# **FINANCIAL REPORT**

## **2021/2022**

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# Profit and Loss

ESCfan Inc

For the year ended 30 June 2022

	2022	2021
<b>Trading Income</b>		
Commission received	343.22	22.33
Donations	1,970.00	509.60
Event revenue	7,030.95	1,932.40
Interest Income	21.04	24.31
Membership Fees	16,361.00	10,475.00
Other Revenue	1,225.00	6,450.06
<b>Total Trading Income</b>	<b>26,951.21</b>	<b>19,413.70</b>
<b>Gross Profit</b>	<b>26,951.21</b>	<b>19,413.70</b>
<b>Operating Expenses</b>		
Bank Fees	288.61	176.42
Competitions & Prizes	-	109.65
Events	13,731.15	9,706.10
Filing fees	148.10	59.20
Meeting Costs	200.00	46.18
OGAE International	1,208.51	1,804.86
Printing & Stationery	2,430.24	203.80
Telephone & Internet	1,037.23	1,729.72
<b>Total Operating Expenses</b>	<b>19,043.84</b>	<b>13,835.93</b>
<b>Net Profit</b>	<b>7,907.37</b>	<b>5,577.77</b>

# Balance Sheet

ESCfan Inc

As at 30 June 2022

	30 JUN 2022	30 JUN 2021
<b>Assets</b>		
<b>Bank</b>		
Business Account	3,491.67	1,172.39
Debit Card	208.00	207.98
Online Saver	17,894.40	13,483.54
Paypal	354.99	-
<b>Total Bank</b>	<b>21,949.06</b>	<b>14,863.91</b>
<b>Current Assets</b>		
Accounts Receivable	1,000.00	-
<b>Total Current Assets</b>	<b>1,000.00</b>	<b>-</b>
<b>Total Assets</b>	<b>22,949.06</b>	<b>14,863.91</b>
<b>Liabilities</b>		
<b>Current Liabilities</b>		
Accounts Payable	177.78	-
<b>Total Current Liabilities</b>	<b>177.78</b>	<b>-</b>
<b>Total Liabilities</b>	<b>177.78</b>	<b>-</b>
<b>Net Assets</b>	<b>22,771.28</b>	<b>14,863.91</b>
<b>Equity</b>		
Current Year Earnings	7,907.37	5,577.77
Retained Earnings	14,863.91	9,286.14
<b>Total Equity</b>	<b>22,771.28</b>	<b>14,863.91</b>