

MELBOURNE
PRESS CLUB

ANNUAL REPORT

For the year ended
31 December 2012

MELBOURNE PRESS CLUB
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MELBOURNE PRESS CLUB President's Report

The past year has been another big one in the life of the Melbourne Press Club. In the wake of celebrations marking the Club's 40th anniversary we have inaugurated the Victorian Media Hall of Fame, an initiative that has underscored our continuing commitment to celebrating and promoting excellence in journalism.

Twenty outstanding men and women from the first century of journalism in Victoria were inducted at a dinner in early December at the Monash Law School. Highlights of the night were a moving tribute by Lachlan Murdoch to his grandfather, Sir Keith Murdoch, and Randal Macdonald's tribute to his great grandfather, David Syme.

At this year's dinner, to be held at the State Library of Victoria in early October, there will be a second group of inductees who made their mark in the years before 1970, including four living Hall of Famers. Work has also begun on a book to be published next year detailing the remarkable stories of each of the Hall of Famers - in the words of some of Australia's most distinguished contemporary journalists.

The year has also been a notable one for many other club events.

Our corporate lunch program began in July with ACTU president Ged Kearney, followed by new National Gallery of Victoria director Tony Ellwood in August and News Limited chief Kim Williams in November. State Opposition Leader Daniel Andrews was our guest in October and Premier Denis Napthine made his first major media appearance after assuming the leadership at a lunch in May. One of our biggest turnouts was for a lunch in April to launch the book *Galbally's Lore*, with author David Galbally QC facing spirited cross examination from Neil Mitchell and Eddie McGuire.

Our slate of media lunches included a forum in August with Melbourne's top investigative journalists, moderated by Jon Faine, and a panel discussion with the city's four television news directors in March. Other media lunches featured new Age editor-in-chief Andrew Holden, broadcaster Derryn Hinch, Ten executive Russel Howcroft and former Financial Review editor Colleen Ryan.

The Quill Awards dinner in March was one of the biggest and most talked about in the Club's history, with 600 in attendance at Crown. The Gold Quill was won by the ABC's Sarah Ferguson and Deb Masters for a Four Corners program on people smuggling. The Lifetime Achievement Award was awarded to former magazine queen and Seven director Dulcie Boling, who was given a feisty introduction by actress Rachel Griffiths.

The Graham Perkin Australian Journalist of the Year Award went to Joanne McCarthy of the Newcastle Herald for her tenacious reporting on child sex abuse in the Catholic Church, work that had a significant influence on the Federal Government's decision to convene a Royal Commission into the scandal.

The year has also been an important one in the growth of our online audience, thanks to the work of Will Kulich who took over the reins of webmaster from Tom Henderson.

As always, the Club could not continue without the generous support of our sponsors, the voluntary work of our committee members and the dedication and enthusiasm of our administrative team.

We farewelled general manager Sue Henderson after 10 years of great service and assistant manager Kate Handley began a year's maternity leave in November. Carolyn Jones and Leanne Lane have proved able and energetic successors.

The club is grateful for the continued strong support of principal sponsor Monash University, the key backing of premium sponsors Minter Ellison, RACV and Crown and the valued contribution of our other media and corporate sponsors.

Our financial position has been tested over the past year as the club has expanded its programs into new areas, but efforts to strengthen our sponsor base and grow revenues are expected to restore our position in the year ahead. We are well advanced in negotiations for a sponsor for the Hall of Fame, for an upgraded student journalist prize and for a new award to recognize excellence in reporting issues relating to people with disabilities.

In conclusion, I would like to give special thanks to a number of departing committee members. Vice Presidents Peter Barlett and Genevieve Brammall have both made outstanding contributions to the success of the Club over recent years. I am also grateful for the important support given by Bill Birnbauer, Kate Osborne, Dermot O'Brien, Duska Sulicich and Kate McGrath.

A handwritten signature in black ink, appearing to be 'Mark Baker', with a long horizontal flourish extending to the right.

Mark Baker
MPC President

MELBOURNE PRESS CLUB
Treasurer's Report 2012

The Club in 2012 faced continuing financial challenges in a very tight market. Last year my report referred to the way in which ongoing uncertainty about the economy continued to restrict spending on discretionary activities such as functions and sponsorship. That continued in 2012 and negatively affected the year's results.

In response to these challenges the Club already has put in place a number of expense control measures to address our ongoing financial challenges. We have reduced our secretariat to one full time staff member and will carefully monitor the position in this regard.

In 2012 we invested in a new signature event for the Club – the Victorian Media Hall of Fame. Our President has already referred to the success of this event and its bright future. The function did result in significant expense for the Club but on the back of its successful launch we have secured sponsorship for the second instalment of the event this year, and are confident as a result that it will be a financial success as well.

As a result of the decline in our finances our auditors have expressed caution in their report. This caution is borne out of our reliance on the continuing support of our sponsors, which can be difficult to predict with confidence from year to year in this challenging environment. Fortunately our sponsors have shown continuing excellent support such that we can be confident of a return to a significantly stronger financial position in our 2013 results.

Revenue increased by \$46,000 and expenses reduced by a similar amount, resulting in a more moderate loss of \$37,747 as against a loss of \$132,481 for 2011 – compared with a loss of \$31,856 for 2010 and gains of \$68,938 for 2009, and \$81,585 for 2008 – during a period when we built up our finances.

The highlights of financial performance included:

- Sponsorship receipts for the year increased to \$279,629, from the 2011 position of \$205,475;
- Membership revenue increased to \$ 34,616 compared with \$28,694 in 2011. These fluctuations are partly due to timing issues – membership remained at a reasonably steady level;
- Revenue from functions declined to just over \$102,266, reflecting the difficult nature of the market;
- The bank balance at the end of 2012 was \$34,740.

In 2012 the Quill Awards were again held successfully at the Palladium at Crown, and produced a good financial result. In future years, however, the committee intends to review prize money levels to ensure continued viability of these prestigious awards.

The Club continues to be well supported by its sponsors. In particular we were delighted to receive continued magnificent support from our principal sponsor, Monash University.

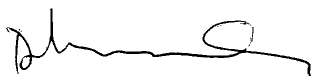
Our secretariat maintained its highly efficient service to the Club and its members during 2012.

During the year we farewelled our indefatigable General Manager, Sue Henderson, who has retired. I would like to express my sincere personal thanks to Sue for the excellent service she gave the Club over many years.

Late in the year our Assistant General Manager, Kate Handley, went on maternity leave and I am pleased to report that mother and baby are both well. We expect Kate to return later this year, most likely on a part-time basis.

Tom Henderson, who made a significant contribution to our website presence, also completed his time with us, handing over to Will Kulich. Thanks go to Tom for his work for us.

We have continued to observe the procedures required by our auditors to ensure that accounting and association standards are met. I would like to thank our auditors, Pitcher Partners, for their efficient and timely service.



David Poulton
Treasurer
Melbourne Press Club, 29 July 2013

**MELBOURNE PRESS CLUB
Events Calendar 2012**

| | CORPORATE LUNCHES | MEMBERS ONLY LUNCHES | OTHER EVENTS |
|------------------|--|---|--|
| January | | Robert Cockerill lunch Metropolitan Hotel 31.1.2012 | |
| February | | 40 th Anniversary Dinner The Kelvin Club 14.2.2012 | Industry night with Alex Mitchell Golden Gate Hotel 21.2.2012 |
| March | | | Quill Awards Dinner Crown Palladium 23.3.2012 |
| April | Harold Mitchell lunch Crown Palladium 27.4.2012 | | Janine Ellis lunch Melbourne Supper Club 17.4.2012 |
| May | | Margaret Simons lunch Metropolitan Hotel 30.5.2012 | Pub night with John Silvester & Norm Beaman Pugg Mahones 1.5.2012 |
| June | Olympic Panel lunch Crest Room, Etihad Stadium 27.6.2012 | Adele Fergusson lunch Metropolitan Hotel 21.6.2012 | |
| July | | Andrew Holden lunch Metropolitan Hotel 19.7.2012 | Ged Kearney lunch RACV Club 26.7.2012 |
| August | Tony Elwood lunch Crown River Room 22.8.2012 | | Investigative Journalists' Panel Oaks on Collins 8.8.2012 |
| September | | | |
| October | Daniel Andrews lunch Crown River Room 16.10.2012 | | |
| November | Ed Byrne – Monash VC Crown River Room 16.11.2012 Kim Williams lunch Crown River Room 28.11.2012 | Derryn Hinch book launch 21.11.2012 | |
| December | | | Inaugural Hall of Fame dinner Monash Law Chambers 6.12.2012 |

MELBOURNE PRESS CLUB
Committee 2012

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|-------------------------|---|
| President: | Mark Baker , Fairfax Media |
| Vice Presidents: | Peter Bartlett , Minter Ellison Genevieve Brammall , Herald & Weekly Times |
| Treasurer: | David Poulton , Minter Ellison |
| Secretariat: | Sue Henderson Kate Edwards |
| Committee: | Bill Birnbauer , Monash University Rowan Callick , The Australian Rob Curtain , 3AW Pat O'Beirne , Haystac Dermot O'Brien , Network Ten Toni Hetherington , News Ltd Bob Kearsley , Business Essentials Richard Leder , Corrs Chambers Westgarth Rebecca Matthews , ABC TV Kate McGrath , Nine News Kate Osborn , Seven News Michael Rowland , ABC Breakfast Justin Quill , Kelly Hazell Quill John Rees , Metropolitan Fire Brigade Mike Smith , Inside PR Duska Sulicich , The Age |

**MELBOURNE PRESS CLUB
Quill Awards Honour Roll 2012**

The Monash University Gold Quill

Sarah Ferguson & Deb Masters, Four Corners – ABC

The Graham Perkin Award for the Australian Journalist of the Year

Joanne McCarthy, Newcastle Herald

Lifetime Achievement Award

Dulcie Boling

Young Journalist of the Year Award

Aisha Dow, The Border Mail

RACV Transport Quill

Amelia Harris, Herald Sun

Grant Hattam Quill Award for Investigative Journalism in any Medium

Richard Baker & Nick McKenzie, The Age

Best Columnist/Blogger

Barrie Cassidy, The Drum – ABC Online

Best Sports News Story in any Medium

Nick McKenzie & Richard Baker, The Age

Best Sports Feature in any Medium

Patrick Carlyon, Herald Sun

Best Business Story in any Medium

Nick McKenzie & Richard Baker, The Age

Best News Camera Coverage

Glenn Edwards, Nine News

Best News Photograph

Alex Ellinghausen, The Age

Best Sports Photograph

Alex Coppel, Herald Sun

Best Features Photograph

George Salpigidis, Herald Sun

Best Three Headlines in any Medium

Adrian Nesbitt, Herald Sun

Best Illustration or Graphics in any Medium

Andrew Dyson, The Age

Best Coverage of an issue or Event

Anthony Dowsley & Wayne Flower, Herald Sun

Best Cartoon

Andrew Dyson, The Age

Best Deadline Report in any Medium

Yasmin Paton, Network Ten

Best Use of the Digital or Online Medium

Finn Bradshaw, Alistair Paton, Sam Landsberger, Gilbert Gardiner, Herald Sun

Best Suburban Report in any Print

Beau Donnelly, Port Phillip Review Local

Best Regional or Rural Affairs Report in any Medium

Anna MacDonald, 7:30 – ABC

Best TV News Report

Dean Felton, Seven News

Best Radio News Report

Heidi Murphy, 3AW

Best TV Current Affairs/Feature under 10 Minutes

Heather Ewart, 7:30 – ABC

Best TV Current Affairs/Feature over 10 Minutes

Sarah Ferguson & Deb Masters, Four Corners – ABC

Best Radio Current Affairs Report

Charlotte King, ABC Radio

Best News Report in Print

Richard Baker & Nick McKenzie, The Age

Best Feature in Print

Ruth Lamperd, Sunday Herald Sun

MELBOURNE PRESS CLUB
Sponsors 2012

MELBOURNE PRESS CLUB

CLUB SPONSORS

PRINCIPAL



PREMIUM



MAJOR MEDIA



MAJOR



CORPORATE

