



#LoveOzYA Committee

Meeting Minutes

July 3, 2017

Opening

The regular meeting of the #LoveOzYA Committee was called to order at 8:00pm on July 3, 2017 via Skype by Michael Earp (Chair).

Present

Amanda Diaz (ACT), Michael Earp, (VIC), Kevin Lee (VIC), Rhianna Patrick (QLD) and Nicola Santilli (NSW)

Apologies

Jess Walton (VIC)

Approval of Agenda

The agenda was unanimously approved as distributed.

Approval of Minutes

Minutes of last meeting had been approved via email and posted online.

Open Issues

New members on committee:

The ongoing discussion and fulfilment of the remaining place on the committee was once again touched on.

Remaining money:

The sum of \$270 remains from funds offered by Melbourne City of Literature. It was suggested that the money be spent on #LoveOzYA tote bags/bookmarks/swag etc. To have as a stash for important events. Then it was suggested that seeing as we're planning a crowdfunding campaign so that #LoveOzYA readers, libraries and Bookshops etc could get #LoveOzYA swag, the money could be spent on samples of each kind so that we could run the campaign with photos of the actual items people would receive.

#LoveOzYA awareness and engagement:

The Instagram 'Takeover' posts have proved to be successful. We'll continue to seek out participants.

The guidelines for social media document for committee members simply needs to be confirmed and put on the website for transparency.

Funds:

We once again touched on crowdfunding as a potential means for ongoing sustainability particularly for website costs, but also as a possible way to produce physical resources (bookmarks, stickers, badges etc.) to distribute to schools, libraries, bookstores and other interested parties. The enthusiasm of the committee for this 'swag' is high. This still needs to be costed (printing/production/postage), and the different platforms be investigated. We also need to be aware that a crowdfunding campaign is a significant time commitment, both in the preparation for it, during its running, and fulfilment/sending out of the 'swag'. There has been some movement, but we also acknowledge that this is a medium-long term goal, if done properly.

Original Content for website/blog:

The 'LoveOzYA Spotlight' series of posts were discussed with a number of areas that could be followed up on. The template questions which could be sent to Authors to fill out are nearly finalised. The reflective posts/interview questions are being drafted.

Survey:

Our survey is almost ready and hopefully will go live late July. Publishers have been extremely generous and the giveaway is significant. Once the giveaway is complete and the survey finessed, it will go live with the encouragement to not just fill it in yourself, but getting friends/students/colleagues/customers to fill it in too.

#LoveOzYABloggers:

With help from the Aussie YA bloggers group we launched a fortnightly meme with a theme prompt for bloggers to talk about #LoveOzYA. This will only grow the conversation.

New Business

Centre for Youth Literature:

The CYL was kind enough to offer us to be the host of the diversity recommendations brain stormed during Reading Matters. This has gone online, as a blog post and a resource. They will share the link to it and simultaneously we share their information.

ASLA:

In response to the ALIA's Top 10 YA list announced this year having no Australian authors in it at all, it has been suggested that we reach out to the ASLA to ask if they have the data to be able to show most borrowed books in school libraries, as they may be very different to public libraries. This will be investigated and an inquiry will be drafted.

Nielsen Bookscan:

It has been suggested by a few people that a Nielsen Bookscan best seller list that was limited to Australian Authors would be immensely beneficial for many sectors of the book industry. An initial inquiry has been made to the feasibility of such a list, and it may require the group support of the ABA and the APA asking for it to make it happen.

Adjournment

Meeting was adjourned at 9:15pm by Michael Earp (Chair). The next general meeting will be in roughly a month's time on a date to be confirmed by consensus.

Minutes submitted by: Michael Earp

Approved by: Amanda Diaz, Michael Earp, Kevin Lee, Rhianna Patrick, Nicola Santilli and Jess Walton