

Annual Report 2018

Dear members,

ABDA continued from strength to strength in the year from August 2017. Our membership of 150+ is as strong as ever (we held the first ever survey of you all!), we held the 5th ABDA-run Book Design Awards in Melbourne (the 66th consecutive year) and continued to run workshops, talks and other events throughout the rest of the year.

2018 ABDA Awards

A whopping 355 entries were submitted in 2018, making it our largest number ever. In an effort to address feedback after the 2017 awards, we made some key changes to the awards this year:

- Certain categories changed from 'book' to 'cover', to better reflect the design elements that were being scored.
- 2017's 'Scholarly & Reference' folded into a newly created 'General Non-Fiction Book', while a separate Autobiography/Biography/Memoir category was created to make for more even entry split and a more competitive pool to judge from.
- 2018 marked the first year that international designers, designing for Australian publishers, were allowed to enter the awards.
- 'Young Designer of the Year' changed to the less ageist 'Emerging Designer' – a correction that saw higher-than-average entries for this category. As an added bonus, this category now comes with a \$500 monetary prize for the winner to put towards furthering their design career. We hope to build on this prize in the future, to make it a more substantial amount.

We will continue to make improvements and changes to the awards if, and when, required, to make sure the process is as fair and equitable as possible.

Website & Social

Once again outgoing Treasurer Imogen Stubbs, along with Reg Abos, have headed up a stellar year of original content creation and social engagement for ABDA.

Those of you who subscribe to the blog, or are part of the 3000+ reach across our social channels, will know that the content is always relevant, always forthcoming and ALWAYS interesting, full of designer Q&As, behind-the-scenes diaries, #ABDAfeatures and making-

ofs, but it cannot be underestimated what a mammoth effort it takes to keep current. A BIG thankyou to all our guest Instagrammers throughout the year for taking some of the pressure off the committee – whether you're sharing what excites you in the world of book design and beyond, or even just your travels around the world, it's been mesmerising to witness.

2017 also saw the launch of ABDA Showcases. Working like a mini version of the awards shortlist, Showcases are a new feature on the site that enables members to display their work in the company of others. Organised according to a particular design theme, trend or trope, we'll launch these at various stages throughout the year when there's some breathing space in our content calendar, so please submit your work when the next one is launched.

Events & Participation

On the events side of things, Peter Long and Hazel Lam continued to organise gatherings and forge partnerships aimed at luring designers away from their desks into social occasions.

In the last year alone, we held pop-up book workshops of a dozen or more people in both Sydney & Melbourne, toured the rare books collection at the SLNSW, co-hosted two events for visiting Indian publishers Tara Books in collaboration with UTS and Scribe Publications, held a graphic novels event in Melbourne, and organised two Christmas drinks. A panel discussion at the NGV, in collaboration with the Melbourne Art Book Fair, saw around 200 people listen to ABDA members Evi O., Mary Callahan and Sam Cooney (from *The Lifted Brow*), wax lyrical about books and design with moderator W. H. Chong.

Peter also threw himself behind a project with the Emerging Writers' Festival, in which 15 book designers each created an artwork response to supplied text. The designs were then pasted up on awnings around the site of a new underground metro train station in the Melbourne CBD, as well as a second showing at Federation Square.

While we again weren't able to host an international guest speaker this year (we did try to partner with other design organisations to help fund a tour of Vintage Books Creative Director, Suzanne Dean, to no avail), we have identified that the best course forward for ensuring we can deliver such headline events in multiple cities is by successfully identifying and applying for appropriate grants throughout the year. As such, 'grants applications' will be added into the charter for the sponsorship subcommittee from 2019 onwards, with 3 committee members sharing this expanded workload.

ABDA Survey 2018

Years in the making, 2018 also saw the launch of the inaugural survey into the health of the Australian book design community: what concerns us and excites us, what our daily struggles are, what standard rates/jobs/briefs look like and what could be improved. Special thanks must go to Mary Callahan for the initial idea way back at the 2015 AGM and for her eloquent blog post about it, and to former ABDA president Zoë Sadokierski for guiding the process over the past 2 years.

Peter Long has taken on the onerous task of publishing the results into an 'ABDA White Paper', which has been distributed to all members prior to the 2018 AGM so that we can table a discussion about it at the meeting. Please bring up any issues/concerns/ideas on the day, or by email to Jen and myself after the meeting, once you have read the results and pondered them further. We'd love to hear what you all think – what surprised you?/what didn't? – so please do

get involved in the conversation.

We plan to release the results to the wider industry (and on our site) after the AGM, provided no one has any issues with us doing so.

Our Sponsors

In 2018, we welcomed new sponsors across all tiers and extend our gratitude to continuing sponsors. Your generous backing helps make it possible to celebrate and showcase the best in Australian book design and we honestly wouldn't be here without all of you.

Platinum sponsors

Australian Academic Design Libraries, Booktopia and Penguin Random House.

Gold sponsors

Alamy, Hachette and our new print partner McPherson's Printing Group.

Silver sponsors

1010 Printing, Egans, Hardie Grant, HarperCollins, Inkerman + Blunt, Jacky Winter Group, Post-PrePress Group, RMIT University, Splitting Image and awards venue The Craft & Co.

Bronze sponsors

Allen & Unwin, Scholastic, Scribe, Thames & Hudson, Text Publishing, The Print Bar and Walker Books.

Copper sponsors

Small but Mighty Productions and UTS.

If anyone has any ideas (and contacts) for new ABDA sponsors, please contact myself or Alissa Dinallo with your thoughts as we look to expand our network of supporters.

Membership & Community

All of our work on the survey (planning, setup and results) along with the significant changes to the awards this year have sparked a discussion, amongst the committee and certain members, about the future of ABDA and what sort of association we could and should be. One idea is a model that runs more like a union, but there are considerations to be made surrounding funds, pricing, sponsorship and staffing if we were to go down that route.

And is that the type of association we want to become? ABDA's charter has always been 'by designers, for designers' – we offer our members as much assistance as possible whilst staying objective as a national association, as per the rules of an association. We let members speak for themselves, with no one person guiding the direction of any discussion. We make all our ticketed events and entry fees as affordable as we can to encourage participation and to make sure everyone can be a part of the ABDA family if they want to.

But it does beg the question of how we can be more proactive in assisting designers with their day-to-day struggles. How can we better protect our members from copyright and IP infringements? How can we champion our members work more, both nationally and internationally? Any and all thoughts or suggestions are always welcome.

We also want to become more inclusive as an organisation. Photographers, illustrators, typesetters, letterers, stylists, printing and prepress staff – the ABDA community should also be somewhere for them to belong to, and network with.

To that end, we're planning a membership drive to encourage new members outside the existing book design community. Student memberships are also on the cards (once we nut out the finer details), as part of a bigger plan for ABDA to help foster a new generation of book designers. This could also include partnering with UTS, RMIT, and other design schools on possible student prizes and internships into the future.

An inclusivity agenda could also mean we start to put diversity under the microscope at ABDA. We already do a pretty bang-up job on the race, sexuality and gender fronts, but tackling ideas of privilege, disability and mental health are essential to achieve complete inclusion and equality. Equality can only truly exist when the path to equality is considered and those who are most disadvantaged are given the equity to empower themselves. The circle can always open wider, so let's start the conversation.

Heartfelt thanks to our tireless Manager Jen Toogood and the 2017–18 ABDA Committee: Adam, Alissa, Amy, Imogen, Hazel, Laura, Peter and Reg. Running a national association off the smell of an oily rag (one part-time staffer and nine volunteers) requires a level of dedication, communication and collaboration, which all these people have in spades. The ABDA committee are caretakers of the Association, but the Association belongs to all of us. Make sure to get amongst it and participate throughout the year, and give us feedback in person or via email anytime.

It has been an honour to serve as President of ABDA for the past year, a role that I don't take lightly or for granted and, as such, I hope to see out a further year to ensure the success of various partnership/membership projects already on the boil.

Mark Campbell
ABDA President

Office Bearer Nominees 2018

PRESIDENT.

1 NOMINEE.

Mark Campbell

<http://abda.com.au/member/mark-campbell/>

Mark is the Head of Design at HarperCollins ANZ, former Design Manager at Hardie Grant Books and the current President of ABDA. He wishes to re-nominate for the role of President as he has enjoyed watching the progress that ABDA has made over the past year across areas like the Survey, Showcases and also significant changes to the Awards themselves.

Mark understands there is much more work that can be done in terms of lasting partnerships, student participation and applying for grants to further the work we do for our membership. He would like to be a part of seeing all that through with the new committee.

TREASURER.

1 NOMINEE.

Hazel Lam

<https://abda.com.au/member/hazel-lam/>

Hazel is a senior book designer at HarperCollins ANZ, where she entered the publishing industry in 2013. Her experience spreads across fiction, non-fiction, illustrated books, children's illustrated books and YA.

Hazel would like to continue on the ABDA committee for another year to follow through on a few things which we have started discussing this year, specifically the partnership with the Indigenous Literacy Foundation, working on grants to provide more funding for the association and generally be able to help with the growth of the association and in turn be able to contribute more to the book design community.

VICE PRESIDENT.

1 NOMINEE

Alissa Dinallo

<http://abda.com.au/member/alissa-dinallo/>

Alissa joined the ABDA committee in 2016 with a keen interest in raising the profile of ABDA. She has held the position of Vice President since 2017.

Throughout 2016 she played a major role in assisting with key events, such as the awards, as well as smaller social events and relationships that are helping to broaden the scope of the ABDA community. The following year she stepped into the role of Vice President. During this year she shifted her role from programming and partnerships to focus on raising and managing Sponsorship for the 2018 awards. She wishes to continue this focus, whilst continuing to support the decisions and actions of the current ABDA president.

SECRETARY.

1 NOMINEE.

Regine Abos

<https://abda.com.au/member/regine-abos/>

Reg has found her move from being an in-house designer for 10 years to running her own design consultancy exciting, but also a bit isolating. Being an active member and part of the ABDA committee will help her feel more like a part of the greater book design community, allow her to establish connections with other designers and keep up with what's happening in the industry. Reg also enjoys teaching design (currently lecturing at RMIT and Billy Blue) and thinks that her classroom/project management skills will translate well to organising events for ABDA. She could also assist in terms of student involvement in future ABDA events in Melbourne.

Ordinary Committee Members

5 NOMINEES.

Amy Daoud

<https://abda.com.au/member/amy-daoud/>

Amy is an award-winning book designer based in Sydney. Her publishing career began in 2011 when she joined Walker Books Australia where she spent six and a half years in-house, creating covers and typesetting for children's illustrated books, junior fiction and young adult titles. Working as a freelancer today, Amy continues to produce covers, develop internal design and create series brands with publishers across the country.

Amy became an ABDA Committee Member in 2017 and is eager to continue to play a role in the development of the Australian book design community. She is particularly keen on finding ways members, and publishing industry individuals, can engage and foster new skills through different workshops and events. Having spent the last year learning more about the Association in closer detail, Amy has increased confidence in fulfilling ABDA's mission alongside her fellow Members and the community at large.

Andy Warren

<https://abda.com.au/member/andy-warren/>

Andy would like to join the committee because he's looking to give back to the Association after the last couple of years. He would like to assist where possible with social media, events and planning of the 2018 awards night.

As a newer face to the world of book design, he feels that he's still in touch with the difficulties up-and-comers are facing, trying to break into the industry. He would like to work with ABDA to look at potential solutions or pathways for the next gen of book designers.

Andy would also like to learn more about the inner-workings of the committee and be involved with the conversations around its future.

Hannah Janzen

<https://abda.com.au/member/hannah-janzen/>

Hannah is a Sydney based graphic designer with 10 years experience working in the publishing industry. After working in a design studio for 6 years across a wide range of publishing clients and genres, she has worked the last 5 years as a freelance graphic designer, specialising in Children's books. Hannah was awarded Young Designer of the Year in 2012.

As a freelance designer, Hannah is not only able to work alone but enjoys being a strong team player. She is keen to be involved, assist and collaborate with an energetic and passionate team to make a difference to the enhancing of ABDA's development and the promotion of its designers. Hannah has a strong flair for excellence in administration and event management and would love to be a part of the team and contribute to forging the way for other designers in the future.

Jessica Lowe

<https://abda.com.au/member/jessica-lowe/>

Jessica is an award-winning art director and graphic designer working across book and editorial projects. With over 12 years of industry experience, she's had the pleasure of working with fantastic teams in both studio and client-side environments, most recently as art director and designer at The Australian Ballet and currently as Design Manager at Hardie Grant Publishing.

Her independent work has been commended for excellence in magazine design (AGDA, Society of Publication Designers) and typographic achievement. Jessica received the 2014 Premier award from the International Society of Typographic Designers for the independently published magazine, *Cat People*.

A self-confessed book obsessive, she thrives on collaboration and the sharing of ideas with other designers, art directors, editors and publishers.

The future of print is bright — as part of the ABDA committee Jessica hopes to support young and emerging talent, encourage a dialogue between members of industry, and continue to recognise and foster the community's best designers.

Peter Long

<http://abda.com.au/member/peter-long/>

Peter has been a book designer for many years, both freelance and in-house, and an ABDA committee member for two years. Peter wishes to nominate for another year to continue the work he has been doing organising Melbourne events such as the Emerging Writers Festival street posters and the NGV Art Book Fair event. Peter also intends to focus (in the next year) on following through with the ABDA survey to clarify legal issues for freelance designers and write a standard ABDA brief/contract.

FINANCE REPORT

ABDA
FINANCE
2018

Please click this **LINK** to a Dropbox folder containing the documents for the 2018 Finance Report.