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# Rural Press Club of Victoria President’s report for 2022-23 by Alannah Halloran

As the incoming Treasurer of the Rural Press Club of Victoria for 2023, I have pleasure in providing the committee and club members with the Financial Report for the 2022/23 year.

To set the scene for this last 12-month period, I think it is poignant to remember that the first half of the financial year period (June-December 2022) was still in the recovery phase of covid and the club was dedicated reconnecting with members in a face-to-face environment after a two-year hiatus. It is also worth noting that these figures are reported up until 30 June 2023 and do not include any financial income or spend relating to last month’s RPCV Awards night or sponsorship.

What we can see through the Profit and Loss Statement for the 2022/2023, is a significantly higher expense figure of $44,856.81 in comparison to the income generated of $28,214.54, a total loss of $16,642.27, or overspend in kinder terms.

This inflated spend is largely due to the number of events held over the last 12-month period. For this period, there was a massive effort and dedication from the committee to re-invigorate members and industry’s appetite for re-gathering in non-virtual environments and re-engaging with thought leaders and each other, around topics and discussions that currently shape our rural and regional communities.

The massive undertaking of holding about 10 functions, more than the club has conducted in recent history, has spanned the scale with a number of events running at a loss, breaking-even and closing on a high, where we saw considerable profit with an overwhelming attendance. This uphill success can largely be equated to society returning to the norm, but especially the popularity and interest around the topics and speakers featured at events.

Whilst the 2022/23 year should be given some leniency with the profit and spend figures, it is a reminder to the committee that at the very least, the events we hold need to be breaking even and potentially postponing events should required numbers not be met.

I would also like to draw your attention to the sponsorship figure. Sponsorship income is another important aspect of our club. Not only for professional credibility but of course the income that sponsors can provide. I believe the report for the 2023-24 year will show a vastly different figure to the $12,000 income we can see for this financial period. In fairness, this will be a true reflection of the dedicated strategy that the club adopted of building our sponsorship list in 2023 and the fact that most of this work was done and income generated post 30 June. I remind our committee again, that one member introducing one sponsor to the club can have a profound impact on our figures and place the club in a really exciting position to consider how we might be able to give back to industry in some way.

Awards expenses is significantly high in comparison to the income that was generated in the previous year, and this is largely due to unavoidable overheads such as AV, trophies, frames, website and event support. As was considered for the 2023 event, we need to mindful of the expectation of a ticket cost, and costs of the bells and whistles we provide on the night.

Venue hire, location, quality of food and beverage and awardee prizes need to be constantly reviewed in order to keep income and expense in check, or additional sponsorship will most definitely be required. The number of complimentary tickets we provide may also need to be reviewed to ensure costs don’t blow out.

All in all, the Rural Press Club of Victoria remains in a very good financial position with a healthy bank balance of $86,696.68 as at 30 June 2023.

I am very much looking forward to working with you all over the 2024 year. I hope that in 2023-24, we can build on the strategies that have been put in place this year.

**Alannah Halloran  
2023 Treasurer**