

Toy Libraries



AUSTRALIA

President's report 2016

Debbie Williams

President, Toy Libraries Australia

TLA STRATEGIC GOALS 2016-18

Develop a
model toy
library

Aim for at
least one toy
library in
every LGA in
Australia

Ensure every
family with
pre-school
children
knows about
toy libraries

Secure funding to support the above goals

Develop a model toy library

Resources to help toy libraries develop the best TL for their community

- Identified components of a model toy library framework
- Secured a copy of the UK Quality Play Matters framework as a basis for an Australian quality system
- Begun developing the Australia version which will have minimum standards and further benchmarks to stretch more advanced TLs (aiming for launch Nov 2017)
- Developed a simple recommended toy cataloging system

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Grow toy libraries

- Attended two conferences attended by hundreds of MCH nurses in Victoria
- Organised an event at the Monash Children's Hospital playdate
- Supported WA toy libraries transition from WAATL
- Developed new TLA logo and branding

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Build relationships

- Finalised the mergers of WAATL and TLASA with TLA
- Made contact with state and federal government departments and politicians
- Started developing a relationship with Playgroups Victoria
- Begun developing relationships with Sydney toy libraries

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Toy library: the plaything's the thing



Some Australian toy libraries have been around for 40 years.

The Australian | 12:00AM September 27, 2016



PIA AKERMAN
Reporter | Melbourne | @pia_akerman

Countless fears occupy the mind of a pregnant woman, and so it was for me last year before I had my first child.

TLA in the media

- Amanda interviewed by Red Symons on ABC Radio
- Articles in The Australia newspaper and Mamamag
- Posts on online bloggers including Tothotornot and MamaKnowsEast
- Amanda soon to appear on Babytalk podcast

Big thank you to Pia Akerman

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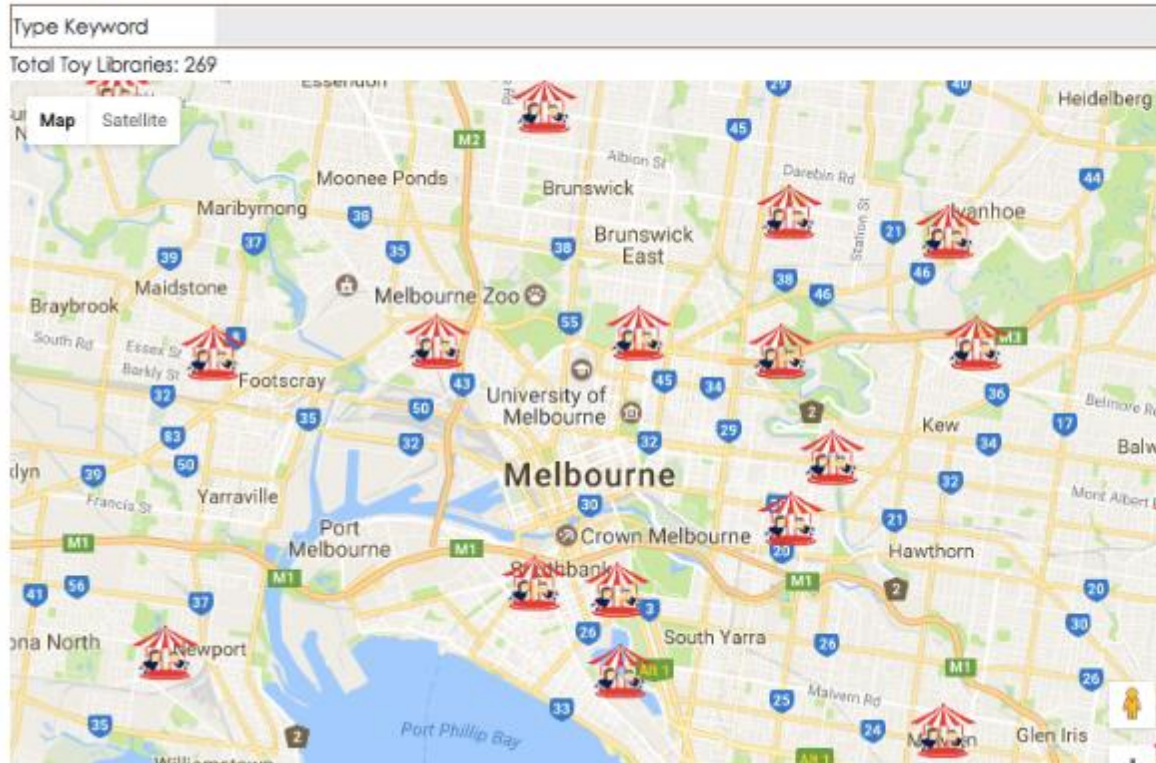


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Toy Library Locator

Find a Toy Library - Toy Library Locator



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Toy Library
Locator



member's
area



toy
community



Website

- \$10,000 Google Adwords grant for advertising
- Drove 35,000 visitors to our website last year
- Started redeveloping the website to make it mobile friendly

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Secure funding

- **DSS volunteer grant 2015** - \$3,461 for computers and video conferencing equipment
- **Warrawong** – Funding for Amy Williams to attend the ITLA conference in the Netherlands and \$3,300 for training in Victoria
- **DSS volunteer grant 2016** - \$3,000 for training nation-wide
- **Telstra Kids Grant** - \$1,200 training for WA toy libraries

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Training and network

- Training sessions in Melbourne, Perth, and Adelaide
- Eight networking catch-ups (4 Melbourne, 2 regional VIC, 1 Perth, 1 Adelaide)
- Increased hours of support available from Sharna for one-on-one mentoring

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Financial highlights

Item	2015	2016
Membership and insurance services		
Revenue	51,319	104,908
Expenses	(56,214)	(79,106)
Surplus/(deficit)	(4,895)	25,802
Toy Community		
Sales	110,550	142,785
Cost of goods sold	(100,412)	(126,864)
Operating expenses	(9,585)	(14,172)
Surplus/(deficit)	553	1,750
Consolidated Toy Libraries Australia		
Interest income	110,550	142,785
Depreciation	(10,199)	(1,358)
Total surplus/(deficit)	(13,419)	27,324



Introducing our online video series

