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I. Summary

WA Poets Inc. (WAPI) is a registered not for profit incorporated organization that recognizes it has reached the limit of its ability to serve the community on the passion and effort of its volunteer workforce. This document is an introduction to how WAPI will strategize, implement, and sustain the next stage of its evolution.

We propose a multiprong approach to achieving this evolution:

- implement innovative and community centred projects that address genuine needs and concerns
- source funding to secure paid personnel
- grow the membership base



Poetry Patrons are individuals and/or organisations with an interest in supporting the arts and poetry in particular. Poetry Patrons share WAPI's passion and commitment to poetry and provide essential funds to finance projects and other objectives of WAPI. Tax deductible donations by Poetry Patrons can currently be made through WAPI's ACF campaigns.

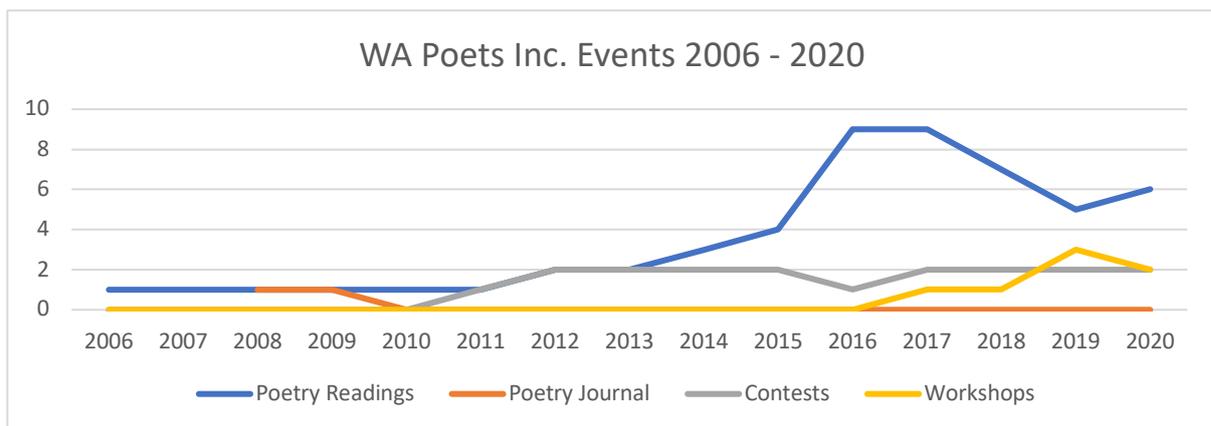
The aim of this proposal is to secure your patronage for WAPI in one of the five categories:

- a) Platinum Patron
- b) Gold Patron
- c) Silver Patron
- d) Bronze Patron
- e) Poetry Prize Patron

All Patrons will be included in marketing and promotional material that will be circulated widely and promoted online. Opportunities to offer patronage not only for 2021 but for subsequent years are encouraged.

II. Introduction

WAPI is fuelled by a select group of community minded passionate individuals. In its current state, the organisation—and in turn, the centralised body for poetry in WA—is vulnerable to decay. It is apparent that WAPI has reached a ceiling with its current volunteer model and it is necessary to evolve so that it may better serve poets and the community.



This graph shows that the operational capacity of the current volunteer model is likely 5-6 Poetry Readings/Events per year, 2 contests, sporadic journal publications, and 2 workshops annually. WAPI is now seeking support to raise this to 15 Poetry Readings/Events, 4 contests, 8 publications and 18 workshops, as a minimum, within 3 years.

WAPI's aim is to increase the value to our membership and improve the return for our audience and the community. WAPI has begun market research regarding the specifics of these features, however, the strategy is to create genuine and practical passive content. This could be achieved through increased publishing opportunities, competitions, contests, exclusive speaker events, weekly passive content focused on poetry and others.

WAPI is building and extending its reach. With 144 financial members (127 in 2020), 335 contacts that receive regular WAPI newsletters, 358 unique individuals who attended the 2020 Perth Poetry Festival and 2,351 followers on Facebook, through targeted and innovative marketing and services, membership can be expected to grow to 200 in 2021 and steadily increase to 1,200 (50% of current followers on Facebook) by 2025. Similar increases on the other platforms are expected.

WAPI has established reciprocal relationships with other writing organisations placing it in a strong position to collaborate on events and projects that will increase the scope, impact and reach of poetry in the community. For WAPI, poetry is about building community and an investment in poetry is an investment in community.

III. Mission Statement

WAPI exists to stimulate the vibrancy, diversity, and cohesiveness of the entire WA community through the support, development and promotion of poetry as an art form. WAPI will create opportunities for poets in WA to have their voice heard and continually aim to make these productions more visible to the wider community.

IV. Rationale

WAPI is acutely aware of poetry's mainstream appeal and its interpersonal benefits. Our main goals focus on celebrating the diversity of community that poetry creates and recognising that everyone has the ability to



write poetry. As such, WAPI aims to foster a diverse community where each member's voice can be heard, celebrated and published if desired. WAPI's broad appeal aims to foster a love of language in everyone, a love that is rooted in awe, inspiration and accessibility.

In the past twenty years, poetry has become more and more mainstream and widely accessible to the general public. It is no longer the laboured haunt of academics and intellectuals. Thanks to social media and electronic communication, poetry has created a cultural shift around itself. On Instagram alone, there are over 52.1M million posts about poetry. Poetry's recent mainstream appeal is because it connects people: to themselves and each other. As a result, poetry creates community.

Poetry's ability to connect has made it an invaluable tool in well-being and treatment settings. Since it enables people to speak through symbols, a poem is able to convey deep underlying conditions and trauma with low risk of re-exposing participants. This ability to write and release, via poetry, has seen it become a vital part of trauma counselling and drug rehabilitation. A recent study in the journal of *Social Cognitive and Affective Neuroscience* found that poetry activates different parts of the brain to music and film. It also stimulates awe, wonder and curiosity. Participants reported that poetry's unique use of language and symbol made them feel more aware of their connection to the world.

In addition, WAPI is continually working on consolidating and extending the representation of diverse and marginalised voices by providing platforms for those voices to be heard.

V. Objectives

WAPI will create opportunities for poets in W.A. to have their voices noticed and make these productions more visible to the wider community. WAPI will:

- make poetry accessible and relevant within WA communities.
- reflect and amplify the diversity of W.A. poets, especially those that are marginalised.
- create opportunities for poets and poetry in W.A. to advance.
- present the annual Perth Poetry Festival featuring local, national and international poets.
- create events and projects that celebrate and reflect the unique ecology, history and cultural diversity of W.A.
- create and provide opportunities for people in and beyond literary communities to interact with poetry in meaningful ways.
- act as a bridge to collaborate with other art forms, writing and cultural organisations to create and deliver joint, high quality events and projects.
- highlight and provide many opportunities for the community to explore the role poetry can play in the support of mental health and wellbeing.
- provide workshops and mentor programs that benefit poets.
- through WA Poets Publishing, produce quality books and anthologies that feature W.A. poets.

WAPI is already implementing many of the above objectives but it's reliance on volunteers means that efforts are sporadic and often do not realise their full potential. Dedicated, paid



staff and a permanent base would go a long way towards remedying this and achieving results that will be of immense benefit to poets and the community. WAPI will develop an 'absolute essentials' plan for development; with one fully funded manager of operations primarily focused on securing funding and a sustainable model that can deliver on WAPI's mission statement. As operations grow, roles will be severed from the responsibilities of the manager of operations and made into a specialist position when the workload and finances permit.

VI. Australia Cultural Fund

WAPI is registered with the Australian Cultural Fund (ACF), a fundraising platform for Australian artists managed by Creative Partnerships Australia. ACF was established by the Australian Government in 2003 to encourage tax deductible donations to the arts.

Through the ACF, WAPI can upload a project, start the fundraising campaign and invite poetry lovers and supporters to donate. Donations over \$2 are tax deductible and supporters become involved in making a real difference to the work of Australian poets. ACF imposes a 5% commission on all funds raised.

In the 4 years WAPI has used ACF to raise funds for the Perth Poetry Festival, a total of \$9,463 (less 5%) has been raised through this platform.

WAPI can raise funds through ACF to finance projects or other objectives, subject to approval for the project/objective from Creative Partnerships Australia.

Tax deductible donations by Poetry Patrons can be made through WAPI's ACF campaigns.

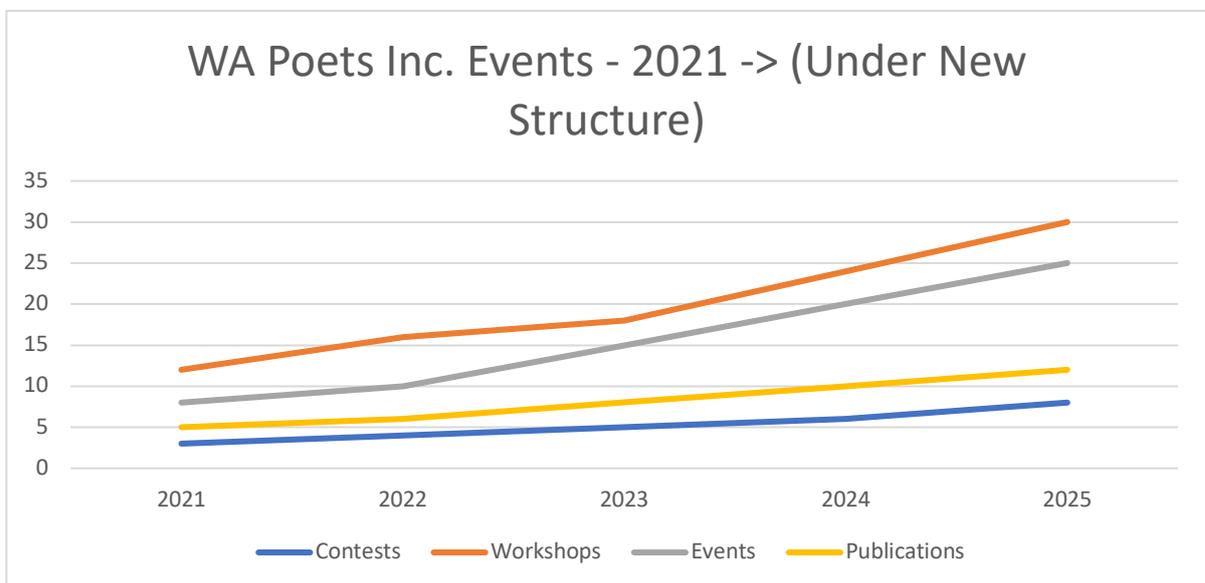


We invite you to help us to start small
and grow strong

VII. Your Patronage

WAPI would like to grow into the future with Poetry Patrons who share our values and dreams. As a foundation Poetry Patron, we will give you or your company first option to continue playing a significant part in the development of poetry in Western Australia.

Events are the largest revenue stream for WAPI at the moment. WAPI definitely sees an uptake in membership around our events—and particularly around the annual poetry festival. For this reason, and our new membership focus, WAPI will gradually increase our hosted events led by our key personnel and developed to reflect community wants and needs.



Depending on your level of commitment, the following inducements are open to negotiation and suggestions.

PLATINUM PATRON

In excess of \$4,000 cash or in-kind contribution will provide you with:

- Opportunity for naming right of a nominated event
- Opportunity for naming right of a nominated Award
- Logo and recognition at all WAPI events
- Logo on all WAPI promotional material released by WAPI, including the WAPI website
- Recognition in the WAPI events supporter list as a Platinum Patron
- Recognition as a Platinum Patron of WAPI on Monday NOONDAY CAROUSEL on KCR 102.5FM where appropriate
- 2 VIP complimentary tickets to all WAPI events
- 2 VIP complimentary tickets to 4 WAPI workshops of your choice

GOLD PATRON

From \$3,000 to \$3,999 cash or in-kind contribution will provide you with:

- Opportunity for naming right of a nominated Award
- Logo at all WAPI events
- Logo on all WAPI promotional material released by WAPI, including the WAPI website
- Recognition in the WAPI events sponsor list as a Gold Patron
- Recognition as a Gold Patron of WAPI on Monday NOONDAY CAROUSEL on KCR 102.5FM where appropriate
- 2 VIP complimentary tickets to all WAPI events
- 2 VIP complimentary tickets to 3 WAPI workshops of your choice

SILVER PATRON

From \$2,000 to \$2,999 cash or in-kind contribution will provide you with:

- Logo at all WAPI events
- Logo on all WAPI promotional material released by WAPI, including the WAPI website
- Recognition in the WAPI events sponsor list as a Silver Patron
- 2 complimentary tickets to all WAPI events
- 2 complimentary tickets to 2 WAPI workshops of your choice

BRONZE PATRON

From \$1,000 to \$1,999 cash or in-kind contribution will provide you with:

- Logo at all WAPI events
- Logo on all WAPI promotional material released by WAPI, including the WAPI website
- Recognition in the WAPI events sponsor list as a Bronze Patron
- 2 complimentary tickets to all WAPI events



POETRY PRIZE PATRON

WAPI welcomes Poetry Patrons willing to offer a significant prize pool for a named award. As a Poetry Prize Patron, you will be engaged in advancing the development of poets and poetry in Western Australia. This is an integral role.

Poetry Prize Patrons will be warmly:

- recognized in the promotional material for the poetry contest
- listed on the WAPI contest website
- recognised on any anthology resulting from the poetry contest
- invited to host the Award Presentation
- invited to present the Awards

Poetry Prize Patrons are invited to consider the full range of potential Award opportunities available with WAPI. WAPI's goal is to be the premier Poetry Award in Australia and internationally recognized for quality.



VIII. Proposed Budget

WA Poets inc Projected Income and Expenditure 2020/21

Income 2020/21		\$	Expenditure 2020/21		\$
1	Membership fees	7400	Office Rent & Fitout	36000	
	Donations	1500	Office Electricity/Internet	2200	
2	Contest fees	7485	Insurance	3830	6
3	Book Sales	8500	Website Fees & Redesign	6500	
4	Workshops	3600	Software	785	
5	Events	1200	Subscriptions	135	
	Grant (Personnel) 0.5	100000	Contest Prizes/Payments	4500	7
	Grant (Office)	25000	Book Print Costs	6675	8
	Grant (Office Fitout)	11000	PayPal Fees	1214	9
			Workshop Expenses	2400	10
			General Manager	40000	
			Project/Marketing Manager	30000	
			Administrator/Bookkeeper	25000	
			Accountant/ Finance Manager	5000	
	Income Subtotal	165685	Expenditure Subtotal	164239	
			Festival 2021		
			Booking Fees	275	
			Administration	1800	
			Production Costs	3000	
			Poets/MC's payments	7000	
			Marketing	1800	
			Staff/Labour	5500	
			In Kind Labour and Services	15000	
	Total Festival Income	35534	Total Festival Expenditure	34375	
	Total Income	201219	Total Expenditure	198614	
	Profit	2605			

2020/21 Notes

- 1 Fees \$30/\$45, Membership 200
- 2 3 contests @\$1000
- 3 5 books Av RP \$17, av sales 100
- 4 12 workshops (12 participants @\$25)
- 5 8 Events @ \$150 profit ea
- 6 Public Liability Insurance, \$2120, Workers Comp \$1710
- 7 3 contest @\$1500 ea
- 8 5 publications @\$8.90 ea x 150 copies
- 9 fees @ 0.045% income
- 10 12 Facilitators @\$200

IX. ANNUAL REPORT

Patrons will be provided with an annual report outlining activities and events over the past financial year and a full financial report on the financial affairs of WAPI.

X. CONTACT DETAILS

Email wapoets@gmail.com

Gary De Piazzi (Secretary) 0408 480 204

XI. MORE INFORMATION

Website <https://wapoets.com/>

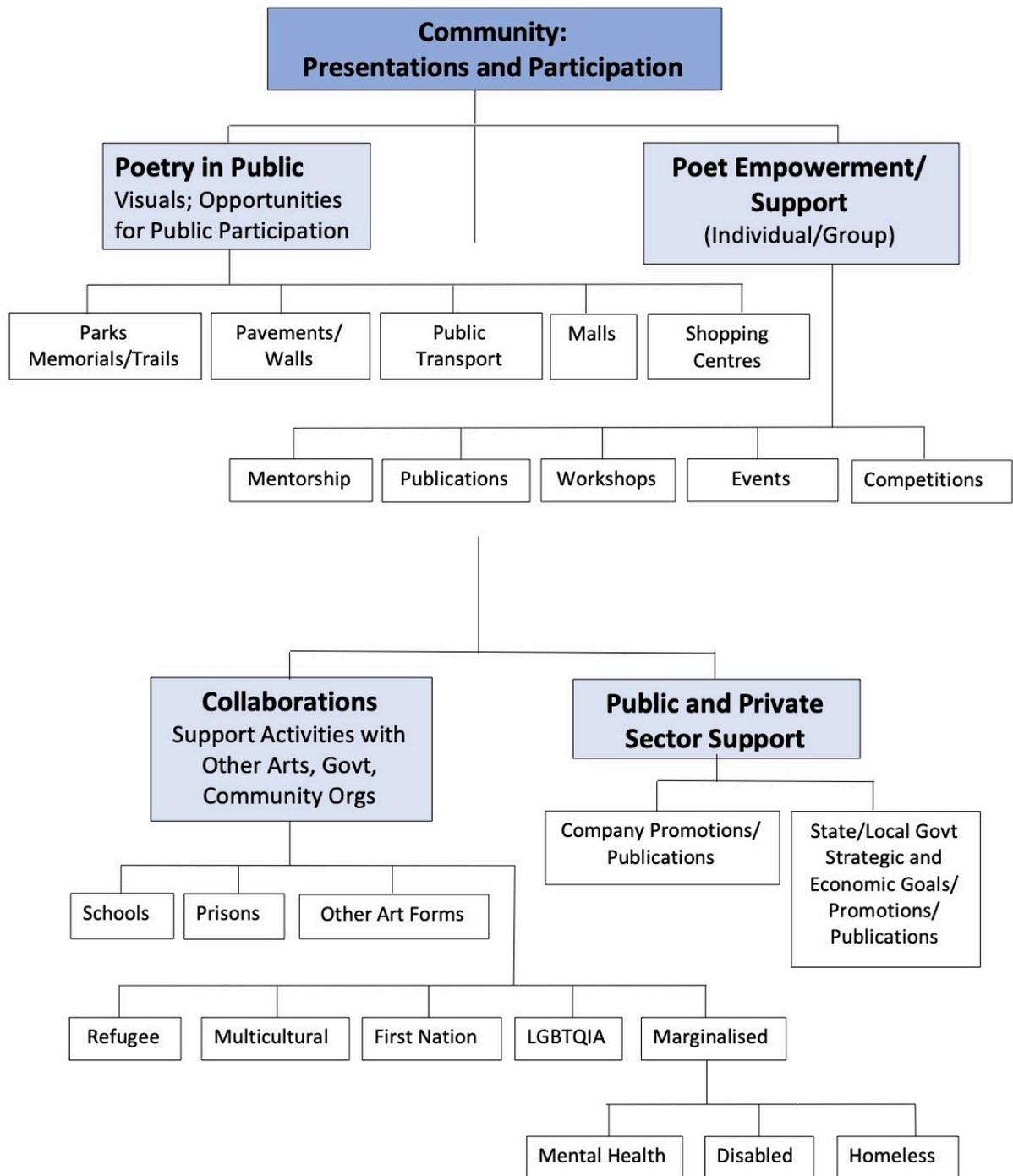
Facebook <https://www.facebook.com/wapoets>

Twitter www.twitter.com/wapoets



Appendix 1: WAPI VISION

To advance poetry and poets throughout WA and regional communities.



Appendix 2: Proposed WAPI Structure

