

Rural Fringe 2021-22
Report to the Annual General Meeting of the Village of Hall and District Progress Association
September 2022

The small group of volunteers that run the *Rural Fringe* comprise Jo Hall (editor and accounts), Gail Condry and Andrew Purdam (lay out artists) and Kevin Stone (proofreader). Thank you, Gail, Andrew and Kevin, for your professional and dedicated work. Andrew, Gail and Kevin have all put in even more work than usual this last year, including while I've been away, so special acknowledgement and thanks go to them.

This busy team has produced 6 excellent copies of the bi-monthly community newsletter over the last year. We print 660 copies each edition and the *Fringe* is also available on the VHDPa website. We are very happy to report that the *Rural Fringe* and the great majority of our advertisers have successfully weathered the last two years of COVID-19. We would also like to thank our 37 advertisers for their support during the year. Advertising is the sole income for the *Rural Fringe* and we could not produce our publication without it.

Income for the last year from our advertising totaled \$11,952. Expenditure totaled \$11,022 (\$9,505.30 in printing costs, \$968.82 in delivery costs and \$527.87 in software subscriptions). The opening balance on 1 July 2021 was \$6,477.45 and the closing balance at 30 June 2022 was \$7,407.46. We basically broke even, with a modest gain of about \$900, which will help build up our small reserve that took a hammering when we subsidized the advertisements during the first year of COVID-19. We reached our financial goal for the *Rural Fringe* which aims to break even on its costs through advertising revenue. The accounts have been reconciled and through the Progress Association's financial review process.

We made a few changes during the year. First, as the price of printing has been rising, we negotiated a new deal with Instant Colour Press who have been reliably printing the *Rural Fringe* to a very high quality for very many years. The new arrangement means we offer them free advertising, we collect the printed copies from their office in Belconnen, and they give us a reduced price. The offices of Instant Colour Press were badly damaged by the explosion at the kebab shop in Rae Street in December, but they managed to keep open and printing during the repairs, and I'm happy we could continue to support this family business through that unfortunate event. Thank you Instant Colour Press!

Second, we trialed a new approach to the roadside deliveries of the *Rural Fringe*. You may recall from my previous reports that Australia Post will no longer do roadside deliveries in December so we needed an alternative. The Men's Shed stepped up and for the February, April and June editions a group of Men's Shed volunteers kindly delivered copies to our 2618 community including Wallaroo, Nanima and Spring Range Road. The arrangement is working well so we intend to continue. Thank you to Doug Anstess and the Men's Shed volunteers. Australia Post continues to deliver the *Rural Fringe* into the postboxes in Hall, thanks to Hall LPO.

The third change was to increase the number of colour pages in the last two editions. In part this was to make room for new advertisers who have bought colour space. Unless we have

more colour advertisements we will not be able to afford to do this for every edition, but it is nice even for a few editions each year to have half of the *Rural Fringe* pages in colour.

We have many regular contributors and I would like to thank them for keeping us all informed about what is going on in our community. Contributions, articles and photographs for the *Fringe* are always welcome as are suggestions for how we might make it even better. Anyone who would like to join the volunteer group that puts the *Fringe* together please talk to me, you will be very welcome indeed.

Jo Hall (Editor)