

# Annual Report



November 2009



Australian Nappy Network Limited  
A.C.N. 128 449 187

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# Annual Report

Australian Nappy Network Ltd

## INTRODUCTION

The past year has seen ANN grow from strength to strength, with more members, events and sponsors on board than in our first official year of operation. We have seen new faces and energy take on old and new positions with gusto and enthusiasm, while founding members have started to step back allowing for fresh perspectives, ideas and enthusiasm. Even more than last year, we are excited by the recent activity and inspired potential active members, directors and sponsors can see.

This annual report will re-state the ANN's mission, history and objectives, our operations over the past 12 months, our achievements, and of course the financial incomings and outgoings which have made our existence possible.

### Mission:

The organisation's mission is to objectively support and educate the community on the health, environmental and financial advantages of using reusable nappies, using up to date research findings and practical experiences of many parents.

### History:

The ANN is a voluntary, not-for-profit organization which was incorporated in November 2007 by Lucinda Westerman, Mary Donohue, Michelle Prince, Shane Fletcher, and Fiona Young.

It comprises a collaborative network of parents, researchers, health professionals, retailers, advocates and environmental agencies, and others.

### Objectives:

The ANN will

COORDINATE national cloth nappy advocacy activities

CONNECT healthcare professionals, local authorities, businesses and parents

INFORM parents through campaigns/activities with consistent impartial information

SUPPORT parents, the cloth nappy industry and researchers

CAMPAIGN to have stakeholders in the community support our aims

INNOVATE to reduce the ecological impact of nappy use at all points of supply

The ANN will focus its efforts predominantly on:

- reaching those who do not use and have not used cloth nappies;
- providing accurate, credible information to help people to know about cloth and make educated choices; and
- being active in offline communication channels and audiences.

## Achievements and Goals

### Major achievements over the past 12 months have been:

- Continued consolidation of the strategic direction of ANN, with the development of strategic goals;
- Increase in online presence and networking
- Retention and attraction of new members, subscribers and sponsors
- On budget financial performance, increased revenue and availability of funds for projects and activities
- Reusable Nappy Week, 12-18th October 2009;
- Remarkable growth of Great Down Under Nappy Hunts in March and September 2009;
- Regular advocacy events held nation wide, particularly in New South Wales, Western Australia and Queensland.
- Recruitment of new cloth friendly hospitals including - Wesley Maternity Unit in Queensland, Birthing Centre Gold Cost, Flinders Hosp South Australia, Flinders Private South Australia.
- Established and reinforced relationships between ANN and local Governments, such as Brisbane (QLD), Melbourne (Vic) & Lake Macquarie City Councils, Cities of Casey (Vic), Ryde (NSW) & Stirling (WA) & Shire of Kalamunda (WA).

### Goals and Focus Points for the coming 12 months include:

- Develop professional education project further to inform and engage decision makers at services such as hospitals and child care facilities, and encourage and support more hospitals to become cloth friendly;
- Reusable Nappy Week – October 11-17th 2010 & Great Down Under Nappy Hunts (March & September 2010);
- Further improving alliances with supportive local governments, seeking to promote these as models for other governments, and working to develop recommendations for cloth friendly councils;
- Develop relationships with relevant organisations - hospitals, councils, child health clinics and provision of information to them to distribute / share;
- Improve efficiency with administrative processes;
- Community engagement both online and off, with activities such as regular community networking opportunities and regular smaller scale advocacy events to supplement Reusable Nappy Week;
- investigate and further develop fundraising methods, such as grant applications and merchandising;
- Recruit volunteers, inspire, train and maintain momentum & participation in our teams, by increasing member activity and support and outsourcing; and
- Maintain a public presence as a community voice on reusable nappy topics as they arise - such as discussions of the environment, health and other researched aspects of nappy use.

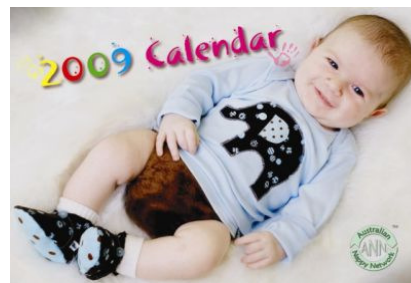
## 2009 in REVIEW

### November 2008

- Inaugural ANN AGM

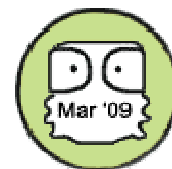
### December 2008

- Calendar launched: 390 printed, about 56 sold through ANN OzeBaby store and 250 wholesaled to retailers, 12 advertisers.



### March 2009 -

- Autumn 2009 Nappy Wrap: summary of ANN's 2008 Annual General Meeting, experiences with Nappy Rash, and an introduction to the Cloth Nappy Hunt
- 6<sup>th</sup> Down Under Nappy Hunt: 119 sponsors, \$5750 prize pool, 89 winners 183 registered hunters.



### April 2009

- Promoted United Kingdom's 'Real Nappy Week' campaign themed 'combat the credit crunch' with a press release.

### May 2009

- Reusable Nappy Week got a new fan page on Facebook
- ANN signed up for a twitter profile

### June 2009

- Reusable Nappy Week planning and coordination well underway with new National Coordinator, Kira at the helm.

### July 2009

- Winter 08 issue of The Nappy Wrap introducing Kira Jessup, reviewing the good old terry square and reflections on the 6<sup>th</sup> Down Under Nappy Hunt
- Buttons, Signatures and Banners published for cloth nappy users and businesses to help promote Reusable Nappy Week 2009.

Reusable Nappy Week 2009  
12th-18th October



You'll be spoilt for  
choice at this years  
Australian Nappy Network  
events

Reusable Nappy Week 2009  
12th-18th October

To find out more contact  
your state  
co-ordinator  
[www.reusablenappyweek.com.au](http://www.reusablenappyweek.com.au)

You'll be spoilt for choice  
at this years events

Planning is underway for this years RNW, help us make it bigger and better! Help us show parents that they have more choice than ever before - choices to save them money, help the environment, type of nappy they use and sooo many cute nappies to choose from!



## August 2009

- The City of Casey (lead by Abbie Lane) in Victoria was nominated as a finalist in the [www.news.com.au](http://www.news.com.au) Green Awards 2009! City of Casey have been nominated and selected for their introduction of the first nappy rebate scheme in Australia and their annual nappy and sustainable parenting expo held around the time of Reusable Nappy Week (October each year).

## September 2009

- 7th Down Under Nappy Hunt: 150 sponsors, \$7150 prize pool, 104 different prizes, including daily prizes, 2652 registered hunters.



## October 2009

- Spring 2009 issue of The Nappy Wrap featuring an interview with Holly Ife (comedian Dave Hughes wife), a sample of some of the events on offer during Reusable Nappy Week for 2009
- Reusable Nappy Week, 13-19th 2009

## November 2009

- 'Archie' bags released to general public. Funky, reusable, bright & cute advocacy, featuring our little Reusable Nappy Week buddy, 'Archie'



- 2<sup>nd</sup> annual AGM 29th November 2009 using Skype.

## MEMBERSHIP REPORT

### Achievements

We achieved or commenced progress on our 2008/09 membership goals

- ☑ maintaining member numbers;
  - We have 2.3 times as many members this year as we did at the same time last year
- ☑ recruiting more members to bring our numbers up moderately;
  - The events and activities which coincided with the greatest increases in membership numbers were the making of memberships free and Reusable Nappy Week (with a prize pack incentive)
- ☑ establishing a team (or several) from our pool of members as volunteers, helpers and advocates to help get the word out there;
  - volunteers have been sought and some have volunteered to take on roles such as merchandising & Reusable Nappy Week coordination (national and State). We have also needed to think outside the square in terms of recruitment and have engaged volunteers found through Seek Volunteer to assist with administering ANN.
- ☐ instituting a reliable, efficient database to reduce time spent on administration.
  - This is a work in progress, with a new website under development using the Drupal platform with the intention to integrate the CiviCRM <http://civicrm.org/civicrm> open source 'relationship management system'. We anticipate that this will be launched before the start of 2010.

On the 1st of May, the ANN board made all memberships free, ceasing to charge the \$25 fee per year fee originally charged. This change reflected our recognition that our members are our most dedicated volunteers and we prefer not to ask our volunteers to pay for the privilege of helping us out. Never the less, we continued to receive donations from individuals who joined up after the 1<sup>st</sup> of May, with about 30% of new members and subscribers generously making a donation ranging between \$2 and \$50.

At 25<sup>th</sup> November 2009, we had approximately 153 paid members in our active database.

### Into 2010

Our focus into the 2010 will continue to be:

Maintaining member numbers and encouraging renewals;

Obtain feedback from members about expectations, experiences and suggestions for improving the member experience.

Recruiting more members to bring our numbers up moderately;

Expanding and supporting our teams of volunteers from our pool of members instituting and maintain a reliable, efficient electronic database to reduce time spent on administration.

## TREASURER'S REPORT 2008/2009

Andrea Benham took over the Treasurer's role from Fiona's very capable hands in November last year.

We started the financial year in a great position, carrying forward retained profits from our first year of operation of \$7,382.

During this financial year our revenues increased from \$16,850 to \$29,432. The ANN's main source of revenues is from Sponsorships, of which we received \$19,200 during the financial year. Income is also derived from merchandise sales, donations, memberships and entry fees from the Great Down Under Nappy Hunt (GDUNH).

A decision was made during the year to cease charging a membership fee. Members were offered the option of a voluntary donation in its place. This has seen a small reduction in this income stream.

The ANN had expenditure of \$18,334 during 2008/2009. This amount consisted of monies spent on promotional materials (including Reusable Nappy Week) of \$9,448. Expenditure on the calendar, the GDUNH and demo kits was \$4,215. Administration expenses, such as audit fees, insurance, postage, trademark registration and bank fees was \$4,671. This amount included \$1,731 for insurance and \$1,538 in audit fees.

The bottom line for 2008/2009 was an operating profit of \$11,098 with cash in hand of \$18,405, a very satisfying result.

Since balance date the ANN has seen an increase in Sponsors, which is extremely pleasing to note. We have also made the decision to upgrade our website at a cost of \$4,792.

Going forward we hope to continue to increase our revenues from sponsorships, to enable the ANN to continue to fund Reusable Nappy Week and to further develop our advocacy endeavours.

## SPONSORSHIP REPORT

In the 12 months since our last AGM we have received \$17 775 in Sponsorship, from 28 Sponsors. This is slightly down on last year, as we gave a lot of our Sponsors an extra 3 months of Sponsorship as a thank you for their support.

We had 7 new sponsors sign up during the year, with most of our original Sponsors renewing, although a couple of businesses closed up shop. We currently have

### 4 Platinum Sponsors

Baby BeeHinds, Nurture Nappies and Itti Bitti were Platinum sponsors at the time of RNW and thus co-sponsored RNW nationally (this facilitated funding of marketing of and covering of fees for RNW activities). Pea Pods recently took up Platinum sponsorship.



pea pods  
peapods.com.au



Baby BeeHinds™  
AUSTRALIA

itti\*bitti  
.....cloth.is.beautiful....



### 10 Silver Sponsors

- Sustainable Hemp Products
- New Age Nappies
- Baby Soft Landings
- Chris' Dial a Nappy
- Darlings Downunder
- Twinkle Lilly
- Tiny Toosh
- Baby Blossom
- Cloth My Bot
- Nappies Covered



### 10 Bronze Sponsors.

Baby Safari, Bonnibuns, Bumboo, Cushie Tushies, Mini LaLa, My Little Cuddle Monkey, Natures Child, Nest Nappies, OzBabyTrends & The WeeWuns.



## REUSABLE NAPPY WEEK 2009



Reusable Nappy Week 2009  
12th-18th October  
You'll be spoilt for choice  
at this years  
Australian Nappy Network events

Reusable Nappy Week for 2009 was a mix of great success and disappointment.

### *The success:*

There were close to 30 events, activities and displays around Australia held in most states and territories. QLD was our most "successful" state with an overflowing sewing workshop and stellar turn-outs to all of the events held in that state. Most of the events in other states and territories had a reasonably good turnout with event attendees leaving feeling more confident in their knowledge of reusable nappies and some of them with some wonderful door prizes kindly donated from both Nappy businesses and local businesses. We had a number of new members join our ranks during Reusable Nappy Week, with the offer of a New Member Prize Pack from Baby BeeHinds a great draw-card. We were also able to provide most of our wonderful volunteers with a new merchandise item, the "Archie Bags" which were well received.

### *The disappointment:*

We struggled to get Coordinators for some states and couldn't get anyone to take on Tasmania so there were no events held there this year. Events in the ACT and South Australia, in particular, failed to draw people and those that did attend in SA were not as open to the idea that reusable nappies would be a good option for them. This is not a reflection at all on the volunteers holding the events but more on the fact that our advertising and marketing strategies were limited and the steps taken in this area, including the Child Magazine Advertisements, failed to deliver.

### *Looking to 2010*

We have developed a really good RNW team during 2009 and are looking to add a few new coordinators and volunteers to help us in 2010. As a number of state coordinators and myself were new to RNW this year, it has been an interesting and valuable learning curve. We have learnt a lot, both good and bad, and are beginning to develop a strong strategy for 2010 which should hopefully see good turn-outs to all events. In addition, we are planning more regular meets, both advocacy and social, to be held throughout the year in most states to help us build a good support network for one another and the greater cloth community. This should, hopefully, in turn lead to more volunteers and attendances at our RNW events.



## VOLUNTEERS

Fiona Young started off 2009 as the Volunteer Coordinator. Fiona did a fantastic job but unfortunately she had to retire half way through the year due to work commitments but Kira Jessup has taken up the role.

We had a few successes and a lot of disappointment with volunteer recruitment and retention throughout the year. Recruitment was initially done by aiming firstly at our existing members by emailing them and posting on the ANN blog and forums. It was then also posted on various baby and parenting forums where allowed and through facebook and twitter. This was helpful and resulted in a number of the State Coordinator and the National Coordinator positions for Reusable Nappy Week being filled. In addition, some of these people took on additional roles. Other roles which needed to be filled quickly were taken up by members in house, such as the Demonstration Kit Coordinator role. However, a number of people who initially put up their hand to take on a position had to then pull out later on down the track, mainly for personal reasons or because they had taken up a paid job. This meant that a number of positions were either left unfilled, or were filled too late for the new person to properly perform in that position. This is something we will need to address in the coming year.

Another problem we encountered was the lack of interest in certain key positions. Despite advertising through the avenues mentioned above, we didn't have much or any interest in positions such as the Ezine Writers and Editor, Marketing Coordinator, Projects Coordinator, or Grants Coordinator Positions. We have now decided to look outside of our members and the greater cloth community and have started placing advertisements on a specific volunteer advertising site, Go Volunteer (which is part of the Seek Group of companies). Advertisements from non-profit organisations are free and it targets people in the greater community who may have the skills and interest we require. So far this has been a positive move with a few positions, Ezine Editor and writers and Marketing Coordinators, filled by people with experience in these fields and interest shown in the Projects Coordinator position.

We are still struggling to attract anyone for the Grants Coordinator Position and may need to seriously look at sending a willing volunteer on a grants course in order to fill this particular position (this is mentioned in our latest advertisements). Obtaining grant funding where possible would be a fantastic boost to our funding which would help us to complete many of our projects and fund Marketing Campaigns and Advocacy events.

### Looking to 2010

There are still a few key positions that are vacant. A new wave of advertisements for positions vacant will be placed, encouraging our members first and foremost, to take up positions with the ANN, in late Jan 2010. This will mean that we will be advertising to people following the Christmas/new Year period where people tend to go away etc. We will be in the fortunate position of starting this year with more key positions already filled than in 2009.

RNW report cont...

We do need to look at engaging our current members. Only a small number, of our members are actively engaged in volunteering for the ANN. With over 160 members, we would ideally like more people taking up positions within the ANN. Part of the issue with this is that people may not feel as though they are "getting anything" for their membership or that being a member of the ANN is actually worthwhile. Whilst some members may feel passionate about reusable nappies and support the ANNs advocacy efforts, they themselves may not have the time or inclination to devote to this kind of work. We need to survey our members to find out why they joined and what they would like from the ANN. At the moment, members receive an occasional email, the "Nappy Wrap" and a few discounts (but the information on where those discounts apply is not obvious). Again, this doesn't necessarily engage or entice people to want to join nor be a part of the ANN's advocacy efforts. We can address this in a number of ways

- Upgrade the forums section of the website so that members can find it easily enough and get more involved in an online context. Have those active members who are currently communicating largely by email, do so through the forums instead so that it encourages people to keep coming back to the forums (of course there may be exceptions to this). Also include a "sticky" list of all the local cloth groups for people to become involved locally (e.g. Sydney cloth, Vic cloth etc).
- Regular social meetings of ANN members, with no advocacy attachment to the event, may help encourage a positive community feeling. By forming friendships with your fellow ANN members you are more likely to want to man a stall at an event with a friend than just "another member" of the ANN.
- We have noted that when offering prizes/items people are more likely to want to be involved. It may be worthwhile offering a "volunteer pack" to every ANN member who **registers as an active volunteer** for an ANN advocacy event (e.g. sewing workshop, Nappy expo etc). This could consist of an "Archie" Bag, specific discount vouchers obtained from Nappy companies or other local businesses, a \$20 gift voucher of their choice (itunes, woolworths, bookstore etc), ANN stickers and an ANN hat and T-shirt.
- A "bigger" Volunteer Prize could be obtained at the start of the year (say of value of up to \$250 and consisting of all sorts of different products, not necessarily nappies) and advertised to be drawn at the end of the year from the members who have also taken on a position with the ANN.

We have a lot of fantastic, enthusiastic, volunteers going into 2010. We hope their enthusiasm will help encourage others to take on positions or volunteer on a more basic level.

## NAPPY HUNT (aka GDUNH)

2009 saw Nappy Hunts 6 & 7 held in March and September, and it has continued to grow and support the many hard working WAHMs out there.



The 6th Hunt in March 2009 had 119 Sponsors with \$5750 in prizes awarded to the 89 winners from the 2183 Registered Hunters. To try and keep things fresh we added a prize for the first person to find all the Icons.



The 7th Hunt in September 2009 saw us reach capacity of 150 Sponsors for the first time. This increased the prize pool to \$7150 which was spread over 104 different prizes. We kept the prize for the first to find all the Icons, which was made that much harder with the increased number of Sponsors and the most Extreme Sites we had ever had. To balance that out we added daily prizes, so that a prize was drawn for every day of the month, and everyone who found an Icon on that day went into the draw. It had never been easier to win during a Nappy Hunt, which was reflected by the record 2652 Hunters that signed up to participate.



*Lesley & Shane have done a stellar job, yet again, coordinating the GDUNH & sending out prizes*

## NETWORKING

Connections have been made with international nappy and diaper advocacy organizations such as 'The Nappy Network' (NZ), 'Go Real' (UK) and 'Real Diaper Association' (USA). Going into 2010 we would like to further develop the relationships between the international organizations and investigate methods by which reusable nappy advocacy can have a stronger global voice.



## WEBMASTER REPORT

### Website

We have served 142 441 banner impressions, approx 390 a day, with a click through rate of 1.93%, with our peak times being March & September for the 2 Nappy Hunts and the first 2 weeks of October leading up to, and including, Reusable Nappy Week. The ANN site served 45 891 page loads to 12 652 visitors.

The Reusable Nappy Week web site served 27 856 page loads over the year, to 12 508 visitors, primarily to the Events page listing the Reusable Nappy Week events staged throughout Australia, with the same peak times in March, September & the first half of October.

The ANN is currently redeveloping the main website, with the intention to relaunch in December. The new website (using Drupal and designed by Agileware) will integrate not only all it's current content, but the Reusable Nappy Week website content, a membership management system, blog and many other features soon and into the future.

### Blog

The blog <http://ausnappynetwork.wordpress.com> has experienced an increase in average views from 12 per day to 18 per day (in the 12 months since November 2008). March was by far the busiest month in 2009 for blog traffic, with an average 42 views per day. Our busiest day ever was in March 2009, which 143 pageviews. This day coincided with the start of the 6<sup>th</sup> annual Nappy Hunt.

The top 10 most popular pages over the past 12 months have been

- Do you want your childcare centre to use cloth nappies
- Register now for the 6th Down Under Nappy Hunt
- Advocacy Resources
- What is the Australian Nappy Network?
- ANN Cloth Friendly Child Care & Cloth Friendly Hospitals Survey
- Environment Agency report reveals Cloth better
- Gallery (various photos)
- ANN Media Release: British report reveals cloth nappies offer substantial enviro benefits
- 2009 ANN Calendar - Order Now!
- 2009 Brisbane Cloth Nappy Expo

This summary indicates the issues and topics important to our audience.

Over 900 of the referrals to the site came from our home page [www.nappynetwork.org.au](http://www.nappynetwork.org.au) however other sites sending hundreds of visits our way include the Reusable Nappy Week pages, the wordpress tag 'gdunh' (re. nappy hunt), thenappynetwork.org.nz, ozclothnappies.org and facebook.

The blog has proven to be a fantastic method for easily keeping people who don't regularly visit the website up to date without needing to update the main website all the time.

## Social Networking

### Facebook

We have increased our web presence with two 'fan pages' on social networking site Facebook. The Australian Nappy Network fan page [facebook.com/AustralianNappyNetwork](https://facebook.com/AustralianNappyNetwork) has 395 fans, while the Reusable Nappy Week fan page [facebook.com/ReusableNappyWeek](https://facebook.com/ReusableNappyWeek) has 368 fans. These pages enable interaction between the organization through the administrators of the pages and fans among which are ANN members and subscribers, business operators and facebook members not currently in the first categories. To date the pages have been used to update fans via their 'new feeds' with event alerts, blog updates, merchandise availability, small talk, volunteer vacancies and membership promotions.

### Twitter

ANN also jumped on the twitter marketing train, utilizing a new profile on twitter ([twitter.com/AusNappyNetwork](https://twitter.com/AusNappyNetwork)) for advocacy to drum up general interest in reusable cloth nappies as well as promote events, activities, merchandise and membership. ANN has 196 followers (ie. 196 people subscribe to ANN's tweets aka brief comments) including Australian and international nappy brands, advocacy organizations and cloth users.

## Publications

### eZine – The Nappy Wrap

Issues 3 to 6 of the eZine have been sent out in the last 12 months, featuring articles about travelling with cloth (either overseas or just out to the shops), the causes and cures of nappy rash, the basic but versatile terry flat, a review of the many and varied eco-friendly fibres used in MCN, wrap ups of last years RNW and the Nappy Hunts & interviews with Catriona Rountree and Dave Hughes wife, Holly Ife. The ezine has been made freely available to members and subscribers (who receive advance notification of publication and the benefit of any discounts offered by sponsors in the ezine), then announced on the blog, facebook and twitter.

### Newsletter

The newsletter has gone out directly to all members/supporters and sponsors of ANN, as well as our database of businesses and those that have signed up for our newsletter. This has increased from a direct mail out of 409 for issue 3 to 625 for issue 6. At the moment we have no way of tracking those that get the eZine in a secondary manner, from forwarded emails or by just visiting the site and downloading it.

## APPOINTMENTS

At our 2008 AGM 2 new Directors were appointed to positions on the board

### **Andrea Benham (Treasurer)**

Andrea joined the ANN as a CPA Qualified Accountant (BCom BA from UQ), having worked in Australia and England in a variety of accounting roles (including public practice). She has 3 children and is a happy cloth convert after using disposables on her first child and discovering cloth with her second. On joining Andrea said "I am looking forward to the time when using cloth nappies is not seen as hippy or time-consuming or terry flats, but as a more environmentally friendly alternative to disposables (and just as convenient!)"

### **Kelli Haynes**

Kelli has helped organise Sydney based cloth nappy promotions for the last two years and was trained in occupational therapy and has worked predominantly as an educator in the social justice and disability field, advocacy and non profit organisations.

The following Directors retained their positions on the Board of Directors for 2008/2009.

- Lucinda Westerman
- Daniel Westerman
- Fiona Young
- Michelle Prince
- Shane Fletcher

## RETIREMENTS

At the 2009 AGM, 3 of our founding Directors will be retiring from their positions on the Board.

### **Shane Fletcher**

As a founding Director Shane has provided insight and practical input into the establishment of the ANN. Like most of the directors Shane has worn many hats, IT guru, webmaster, sponsorship coordinator, Nappy Hunt organizer and advocate. As well as engaging in early development and behind the scenes discussions Shane created and maintained the website and forum. He has looked after our sponsors, answering enquiries, recruiting new sponsors, coordinating payments and renewals and arranging sponsor advertising. Twice a year Shane's life revolves around a small owl-like icon. The Down Under Nappy Hunt is a huge undertaking but one that he does with enthusiasm. The Hunt is eagerly awaited by businesses and participant alike and its success is largely due to Shane's efforts.

Shane is one half of a well known Australian nappy industry partnership and while he is stepping down from his official roles we are confident that we will continue to see Shane on the advocacy front.

## **Fiona Young**

Fiona is a founding director of the ANN. She has been an integral part of the initial establishment of the organization. During the ANN's first year of operation Fiona fulfilled the role of treasurer. This was an arduous task, setting up the financial systems and processes, the foundations for future financial record keeping. Fiona has been our voice of experience, having been involved in numerous not for profit groups and has been instrumental in establishing ANN planning priorities and future direction. In addition to all her behind the scenes work Fiona has contributed many hours engaging in real life advocacy, assisting at numerous information stands, sessions, and stalls all over Melbourne.

Fiona is retiring from her role as a Director to concentrate her efforts in other areas in her life, including her family, paid work and volunteering. We thank her for all that she has contributed to the ANN, aspects of which will continue to be seen well into the future.

Fiona and Shane have volunteered endless hours to the ongoing operation of the ANN and advocacy activities, juggling this with their busy day to day lives, families and work. And while we say a huge thank you to them we cannot forget their families, we would like to also thank them for their endless patience and support.

## **Daniel Westerman**

Daniel has been our non executive director since incorporation and also assisted in the establishment of the organisation, particularly with his guidance during the development of our constitution and structure. His business acumen has enabled him to provide insights into business practices, setting direction and planning. He provided significant assistance in the establishment of our financial recording system and monitoring of financial reporting. Daniel has also been a valuable resource in providing an impartial view point, someone removed slightly from the day to day running and able to offer a fresh perspective. We appreciate the time and assistance that he has given to the ANN.

We must also thank Dan not only for his own time contributed to the ANN but also for allowing us to frequently steal his wife Lucy and monopolise her time for a not insignificant amount of time over the last few years. He will no doubt continue to informally offer advice on matters as they arise as long as Lucy is involved in ANN administration.

## Thank you to...

The list is long, and undoubtedly incomplete, but we would like to thank all our advocates, helpers, supporters and advisors. We greatly appreciate not only the very visible work such as events and promotions, but the behind the scenes efforts and support of families and the children whose cloth bottoms inspired us all into cloth nappy advocacy!

## Board

Andrea Benham  
Fiona Young  
Kelli Haynes  
Lucy Westerman  
Michelle Prince  
Shane Fletcher  
Daniel Westerman

## Community Nappy Advocates (aka Very Active Members)

Kira Jessup (Reusable Nappy Week, volunteers & recruitment, merchandising)  
Natasha Leslie (Website, merchandising, SA coordination)  
Georgina Kerr (media)  
Eva Van Strip (media)  
Jo I (administration)  
Marijke V (highly active advocacy activities)  
Lesley F (GDUNH, RNW)

## State Coordinators

Marijke V (QLD)  
Louise S (NSW)  
Karen F (NSW)  
Emma D (ACT)  
Tara I (VIC)  
Amanda C (NT)  
Michelle P (WA)  
Karen F (TAS)

## Sponsors

Nurture Nappies ([www.nurturenappies.com.au](http://www.nurturenappies.com.au))  
The Itti Bitti Nappy co. ([www.ittibitti.com.au](http://www.ittibitti.com.au))  
Baby Beehinds ([www.babybeehinds.com.au](http://www.babybeehinds.com.au))  
Pea Pods (<http://www.peapods.com.au/>)

Sustainable Hemp Products ([www.sustainablehempproducts.com.au](http://www.sustainablehempproducts.com.au))  
Baby Blossom ([www.babyblossom.com.au](http://www.babyblossom.com.au))  
New Age Nappies ([www.newagenappies.com.au](http://www.newagenappies.com.au))  
Nappies Covered ([www.nappiescovered.com.au](http://www.nappiescovered.com.au))  
Chris' Dial a Nappy ([www.dialanappy.com.au](http://www.dialanappy.com.au))  
Baby Soft Landings ([www.babysoftlandings.com.au](http://www.babysoftlandings.com.au))  
Twinkle Lily ([www.twinklelilly.com.au](http://www.twinklelilly.com.au))  
Cloth My Bot (<http://www.clothmybot.com.au/>)  
Darlings Downunder (<http://www.darlingsdownunder.com.au/>)

Tiny Toosh (<http://www.tinytoosh.com.au/>)  
Cushie Tushies ([www.cushietushies.com.au](http://www.cushietushies.com.au))  
Baby Safari ([www.babysafari.com.au](http://www.babysafari.com.au))  
Nature's Child ([www.natureschild.com.au](http://www.natureschild.com.au))  
Oz Baby Trends ([www.ozbabytrends.com.au](http://www.ozbabytrends.com.au))  
The Wee Wuns ([www.theweewuns.com](http://www.theweewuns.com))  
Bumboo (<http://www.bumboo.com.au/>)  
Bonnibuns (<http://www.bonnibuns.com.au/> )  
Mini LaLa (<http://www.minilala.com.au/>)  
My Little Cuddle Monkey (<http://www.cuddlemonkey.com.au/>)  
Nest Nappies (<http://www.nestnappies.com.au/>)

Lesley Fletcher of Cherubs Kiss ([www.cherubskiss.com](http://www.cherubskiss.com))  
Rebekah Boldery of The Cloth Nappy Shop ([www.theclothnappyshop.com.au](http://www.theclothnappyshop.com.au))  
Louise Scott of Nip Naps ([www.nipnaps.com.au/](http://www.nipnaps.com.au/))  
Emma Davidson of Brindabella Baby ([www.brindabellababy.com.au/](http://www.brindabellababy.com.au/))

## **RNW 2009 Supporters**

### **Nappy Companies**

Baby BeeHinds (online)  
Baby Blossom (online)  
Brindabella Baby (Braddon, ACT and online)  
Cushie Tushies (online)  
Issy Bear Nappies (online nappy retailer)  
Itti Bitti Nappy co (online)  
Karri Tree Lane (online)  
Mamaluna (online)  
Nest Nappies Cloth Nappy Shop (Paddington, QLD)  
Nappies Covered (online)  
Nip Naps (Online)  
Nurture Nappies (online)  
The Cloth Nappy Shop (Kingston, QLD and online)  
BubbaMoo (online)  
Flannel Fings (online)

### **Local Government**

City of Casey (VIC)  
City of Ryde (NSW)  
City of Stirling (WA)  
Lake Macquarie City Council (NSW)  
Newcastle City Library (NSW)  
Office of the Lord Mayor, Brisbane (QLD)  
Shire of Kalamunda (WA)

### **Community Supporters**

Bamboo Fabric Store (online fabric retailer)  
Canberra Environment and Sustainability Resource Centre (ACT)  
Eaton Community Library (WA)  
Fairy Fabrics (online fabric retailer)  
Green Beans Australia (online fabric retailer, NZ)  
Green Heart CitySmart (QLD)  
Lettuce Deliver (NSW)  
Macquarie Shopping Centre, Ryde (NSW)

Newtown Neighbourhood Centre (NSW)  
Playgroups NSW, Eastern Zone (NSW)  
Westfield Shopping Centre, Innaloo (WA)

### **Parenting Resources**

Bub Hub (Online)  
Essential Baby (Online)  
Nappycino (online)

### **Individual Supporters**

Amanda Courtenay  
Amanda Walsh  
Jess Cameron  
Julie Vey  
Kellie Haynes  
Kira Jessup  
Kirsten Bradbury  
Kristy Hill  
Lucy Westerman  
Marijke van Klinken  
Mel Heard  
Michelle Prince  
Natasha Leslie  
Nicole Thorpe  
Renee Hotschilt  
Sarah McDonald  
Shane Fletcher  
Tara Iscaro  
Meg Quinlisk

Our most sincere apologies to anyone whose name should appear here but hasn't. We greatly appreciate your support and assistance.

We look forward to working with you all into the future.



# Australian Nappy Network

Modern Cloth - Modern Choice

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[www.nappynetwork.org.au](http://www.nappynetwork.org.au)

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