

BROUGHTON PUBLISHING PTY LTD

PURPOSE AND NATURE

Broughton Publishing Pty Ltd was established by the Standing Committee of the General Synod in 2002 in order to ensure that A Prayer Book for Australia and related products remained in print. The initiative was undertaken following the demise of E J Dwyer, the publishing company that was responsible for a number of religious titles including the prayer book.

Broughton Publishing Pty Ltd is an incorporated company established by Deed of Trust by The Anglican Church of Australia Trust Corporation. Broughton is the official publishing arm of the Anglican Church in Australia.

The Broughton office is based in Melbourne and space is shared with Garratt Publishing who also act as distributors.

Broughton is registered with the Australian Charities and Not-for-Profits Commission.

MEMBERSHIP

The Board of Directors:

- The Right Reverend Ross Nicholson (Chair)
- The Reverend Brett Hall (Treasurer)
- The Venerable Dane Courtney
- Lucy Davison
- Tess Delbridge
- Daniel Harris
- The Right Reverend Michael Stead

Management

- Bob Andersen
- Office – Rachael Gibb
- Lectionary editor - Susan Bassett
- Epray technical advisor - Rev'd Ian McGrath
- Auditors – Pascoe and Company
- Book-keepers - Two Peas Pty Ltd
- Distributors - Garratt Publishing Pty Ltd

ACTIVITIES

The major activity in 2021 was the publication of the online edition of The Anglican Church of Australia Directory. The print edition of the Directory was published late in 2020 and it took much of 2021 to refine and develop the digital version. The fact that the print edition was available and had received an overwhelmingly positive reception assisted in the collection and updating of data. It was decided on a soft launch of the digital edition and this occurred in November 2021. The development and publication of the digital edition required further refinement of our Privacy Policy and also the terms and conditions relating to an online publication.

The Board also made the decision based on sales of the print edition of the Directory not to publish a new print edition in 2021 but to publish a new edition in late 2022. Subscriptions to the online edition will be factored into the decision of how many to print.

Other publishing highlights included the annual **Lectionary** which continues to sell in good numbers and Bishop Matt Brain's **God is Enough** which is an exciting addition to the Broughton catalogue. The pandemic has meant that a number of promotional plans relating to recent publications have been put on hold and plans are in place to rectify this.

Epray continues to be an important contributor to Broughton revenues and subscriptions are holding up although the pandemic appeared to cause some major changes in the timing for renewals. The Book of Common Prayer upload to both epray online and epray DAILY was successfully completed.

The digitalization of the subscription process for epray proceeded throughout the year and a soft launch was implemented in late 2021.

On the recommendation of the Standing Committee Cowlshaw and Company was replaced by Pascoe and Co who have agreed to undertake the 2021 audit.

ACHIEVEMENTS

The development of the digital edition of the Directory has been the major achievement. This, together with the print edition has been a three year process and will require further development and refinement. The costs have been substantial in terms of Broughton's overall budget but were within the financial and budget parameters set and agreed to by the Board.

Sales of the Lectionary and our new titles have been satisfactory and we continue to benefit from using a print on demand process with our new publications. This has allowed for improved stock management and control and will reduce stock write offs in future years.

Broughton's cash reserves remain at sufficient levels to enable an upgrade of epray should a decision be made to undertake this task. This will have to happen at some stage.

Broughton is increasingly becoming a digital publisher and this requires the development of a set of skills and structures that support this development. Work is being undertaken to reflect this reality.

Our new publications and most importantly the Directory have cemented Broughton's importance as the publishing arm of the Anglican Church in Australia.