



GROVEDALE TOY LIBRARY

PRESIDENT'S
REPORT
AGM



2021 saw more certainty around how and when we could operate (phew!)

Overall a much more active year on all fronts as the Committee sought to adapt to the ever changing situation of COVID.





GRANTS

Applied for 6 grants, successful with 4, totalling \$4400 awarded

ARMSTRONG (Villawood) \$500 - Sensory Toys

Ashbury Community Fund \$1500 - Domestic Role Play

COGG Childrens Week \$400 - Small World Friends

COGG Healthy & Connected Communities \$2000
- Soft & Active Play

MEMBERSHIP

Welcome to all of our new members! Based on toy demand, a large percentage of our member children are aged under 3.

Roughly 75% of current members are new since the start of the pandemic (March 2020)

51 member families and groups @ 31/12/2021, overall growth of 7 from previous year, of which 30 members joined us in 2021.

Attrition largely due to disengagement of members who's membership was extended in 2020, and never regained rhythm of borrowing.



NEW TOYS



Added over 150 new toys since start of 2021.

Focussed on 0-3 age bracket, open ended toys.

What should we buy next??

NEW TOYS



NEW TOYS



IN THE COMMUNITY

- 16 talks to New Parent groups with Grovedale & Armstrong Creek
- 2 chats at Waurn Ponds Library Baby Time
- Toy Libraries Australia training day in Melbourne
- Building better relationships with other Geelong Region toy libraries
- Geelong Baby & Children's Market with other toy libraries
- Humans in Geelong - joint marketing stall with other toy libraries



IN THE COMMUNITY

- Children's Week - Small World Friends, 73 activity kits distributed to members and community
- Erin shortlisted as finalist for Geelong Volunteer of the Year
- Partnership with Grovedale College Community Services classes
- Home Heros Doctors Colouring Competition partner



FUNDRAISING 2021

- Changed focus in 2021 - fundraising as a tool to promote GTL in wider community
- Reducing financial and time impact on members to contribute - drive towards community contributions & grant writing for funding

Routleys
\$206.37

Grill'd
\$300

Ferguson
Plarre
\$265

STORAGE & ORGANISATION

- Extra storage space gained thanks to Grovedale Neighbourhood House!
- 1st stocktake since June 2019 conducted in January 2022 - 6 members assisted, around 30 toys retired
- Partnership with Grovedale College to commence in Feb 2022 to rolling stocktake balance of toys
- Pre-Christmas & post stocktake toy sale generated over \$200
- Lots of packaging changes to present toys more appealingly, improve storage on shelves
- Moving away from plastic bags where possible
- Games overhaul - boxes



SOCIAL MEDIA

- Facebook 93 new followers
- Instagram 104 new followers
- Re-engaged with Instagram - over 30k post views for 2021
- Based on feedback, using socials to highlight new toys and hidden gems





THANK YOU!

To 2021's amazing committee – Anna, Melissa, Courtney, Michelle, Holly, Meg, and to Ammie and Sarah who have finished up with GTL, thank you each for your contributions to making 2021 such a success, despite the challenges COVID continued to throw our way. Your ideas and passion for play make our growing toy library a great community to be part of.

