

DICTIONARY OF SYDNEY TRUST ANNUAL HIGHLIGHTS 2014

ABOUT THE DICTIONARY

The Dictionary of Sydney provides an online resource of reliable historical and cultural information about the greater Sydney region including the city and the surrounding metropolitan area, extending from the Hawkesbury River in the north to Port Hacking in the south and from the Blue Mountains in the west to the Pacific coast in the east.

DIRECTORS

Chair Dr Lisa Murray. Professor Paul Ashton; Andrew Bateman; Phillip Black; Professor Michael Fraser; Dr Kate Harrington; Dr Ian Johnson; Dr Grace Karskens; Dr Vijaya Nagarajan; Dr Heidi Norman; Dr Mark St Leon
Staff (1.75 FTE) Kim Hanna (Executive Officer); Jacqueline Spedding (Editorial Coordinator); Jenny McInerney (Editorial Assistant); Linda Brainwood (Multimedia Researcher); Steven Hayes (Technical Project Manager); Kim Jackson (IT Developer); James Wu (Accountant).

Volunteers Christina Aloisio, Michaela Cameron, Catie Gilchrist, Trudy Holdsworth, Neil Radford and Garry Wotherspoon. (Value in Kind – staff \$54,600; Value in Kind – other \$46,600)

HIGHLIGHTS

Income

In addition to City of Sydney sponsorship, over \$110K income was generated in 2014 through successful project grant applications.

System upgrade

The Dictionary's operating system was successfully upgraded to Heurist v 3, allowing greater flexibility for the regeneration of content on the website.

System transfer

The Dictionary's content was consolidated from servers at the University of Sydney and the City of Sydney to a new commercial server under our own control.

Office relocation

With funding from a competitive accommodation grant through the City of Sydney, the Dictionary relocated to Glebe in May having been at Town Hall House since its inception.

Education

The Dictionary launched its first suite of education material for primary school teachers with units of study from Foundation to Year 6 available for download from our website.

Audience development

The Dictionary secured a weekly segment on 2SER Breakfast. 2SER is Sydney's largest community radio station with a weekly audience reach of upwards of 260,000, 73% of whom are aged 14-34 years.

KEY CONTENT

Mobile app

Through a successful grant application to the Irish Government, the Dictionary developed its first app, the *Old Irish Sydney* walking tour. The app was jointly launched in March with the Irish Consulate.

The Cooks River Project

The Dictionary secured funds through the Federal Government's My Community Heritage grant program to commission fourteen entries on the Cooks River. These were launched in August at Tempe House.

Islands of Sydney Harbour

The Maritime Museums of Australia Project Support Scheme provided funds to produce six new entries on the islands of Sydney Harbour. These were published in April.

Cultural Ribbon: Foreshore Histories project

The City of Sydney supported the Dictionary to create twenty new entries celebrating creative culture along the harbour foreshore.

City of Sydney Culture Walks

Funded by the City of Sydney, the Dictionary created links to content featured in the City's series of walking tours.

The Sydney Journal

A special edition of the Dictionary's academic Sydney Journal was launched in December 2013 featuring papers from the *From The Ground Up* conference in 2013.

PRINCIPAL SPONSOR



PROJECT SPONSORS

City of Sydney; Consulate General of Ireland; Department of Sustainability, Environment, Water, Population and Communities; Irish Ministry for Foreign Affairs and Trade; Maritime Museums of Australia Project Support Scheme.



DICTIONARY OF SYDNEY

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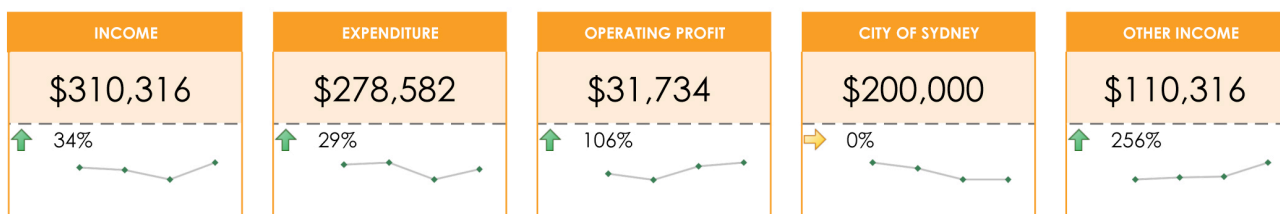
e: info@dictionaryofsydney.org

ANNUAL FINANCIAL AND MEDIA REPORT

2014

DICTIONARY OF SYDNEY

KEY METRICS



ALL METRICS

Metric	This Year (2014)	Last Year (2013)	% Change	5 Year Trend
Income	\$310,316.00	\$231,022.00	↑ 34%	
Expenditure	\$278,582.00	\$215,620.00	↑ 29%	
Operating Profit	\$31,734.00	\$15,402.00	↑ 106%	
Current Assets	\$131,919.00	\$68,790.00	↑ 92%	
Current Liabilities	\$37,230.00	\$146,184.00	↓ -75%	
Accumulated Funds	\$158,828.00	\$196,007.00	↓ -19%	
City of Sydney	\$200,000.00	\$200,000.00	→ 0%	
Other Income	\$110,316.00	\$31,022.00	↑ 256%	
MEDIA				
Blog entries	63	45	↑ 40%	
Facebook likes	1276	976	↑ 31%	
Twitter followers	1015	765	↑ 33%	
Media	67	58	↑ 16%	