

Management report to Council

Agenda item 14.3

Contractual matters

Council

Office of the City of Literature – further three-year funding agreement

Presenter: Kaye Glamuzina, Manager Arts Melbourne

29 October 2019

Purpose and background

1. This report seeks Council's approval to enter into an agreement with the Victorian Government and the Wheeler Centre to continue funding the Office of the City of Literature for three years, 2019–2021.
2. The City of Melbourne was designated a UNESCO City of Literature in 2008. In 2013–14 the City of Melbourne entered a three-year partnership with Creative Victoria and the Wheeler Centre to fund and support an Office of the City of Literature. The partnership was renewed for a further three years in 2016. Funding for the first year of a third agreement was allocated in the 2019–20 Council budget.
3. The City of Melbourne and Creative Victoria each commit \$135,000 per year to the office. The Wheeler Centre houses the office and provides administrative functions.
4. An account of the office's activities over a 12-month period can be read in Attachment 1. Over the past 18 months, activities have included:
 - 4.1. International visits or exchanges for Melbourne literary programmers, booksellers and poets.
 - 4.2. Multiple visits to Melbourne by UNESCO and literary sector representatives.
 - 4.3. A quarterly Melbourne newsletter sent to UNESCO cities in English, Spanish and French.
 - 4.4. The development of literary walking tour apps of the city, distribution of a city bookshop and library map and a game encouraging people to visit Melbourne's comic shops.
 - 4.5. The commissioning and weekly distribution of short pieces about Melbourne suburbs and regions. These included Angela Pippas on the MCG, Helen Garner on Flemington and Tony Birch on the Yarra River.

Confidentiality

5. The information contained in this report has been designated as confidential information by the Chief Executive Officer because it contains information about contractual matters.

Key issues

6. The City of Melbourne's Creative Strategy recognises that cities with creativity at their core are the ones that are flourishing, in terms of in-demand skills in a transforming global economy and the desirability of creative cities as places to visit as well as live and work.
7. The literary ecosystem includes publishers large and small, editors, booksellers, festivals, performance venues and writers of fiction, non-fiction, poetry, plays, spoken work and podcasts. Much like the music industry, it is a sector characterised by small businesses and sole traders.
8. The words and illustrations created by the sector reflect our unique identity as a city and people. Beyond books, they make their way into songs, performances, films and television that tell the Melbourne story.
9. The Office of the City of Literature builds our international brand as a creative city, while helping the literary sector to prosper through a wide range of activities that build capability in the sector, activate the city, develop international relationships and connect with new audiences.
10. The office's activities help the City of Melbourne advance six of the Council's nine goals.

Recommendation from management

11. That Council:
 - 11.1. Approves a further three-year partnership with the Victorian Government and the Wheeler Centre to support the operations of the Melbourne office of the City of Literature for the period 2019–21.
 - 11.2. Commits \$135,000 per annum for this period to the office, subject to the Victorian Government providing equivalent funding over the same period.
 - 11.3. Notes that a Memorandum of Understanding to this effect will be entered into with the Victorian Government and Wheeler Centre under delegation.

Attachments:

1. Supporting Attachment (Page 3 of 21)
2. City of Literature Report (Page 4 of 21)

Supporting Attachment

Legal

1. Legal advice has and will continue to be provided in respect to issues in connection with Melbourne's designation as a City of Literature.

Finance

2. The Arts Melbourne 2019–20 operating budget contains \$135,000 to support the operations of the office for 2019–20. Should Council endorse supporting the Office of the City of Literature over a further three-year period, an allocation of \$135,000 will be included in the two future financial years, 2020–21 and 2021–22.

Conflict of interest

3. No member of Council staff, or other person engaged under a contract, involved in advising on or preparing this report has declared a direct or indirect interest in relation to the matter of the report.

Health and Safety

4. In developing this proposal, no Occupational Health and Safety issues or opportunities have been identified.

Stakeholder consultation

5. No external consultation in the formulation of this report has taken place as this report relates to a proposed extension of financial support of the office of the City of Literature.

Relation to Council policy

6. Supporting the Office of Literature contributes to a range of desired outcomes under the City of Melbourne's Creative, Prosperous and Knowledge goals including the economic value of Melbourne's creative industries grows, Melbourne prospers through global business relationships, people participate in the creative life of Melbourne and people have options to actively participate in lifelong learning.

Environmental sustainability

7. The Office of the City of Literature operates from the Wheeler Centre, which receives triennial funding from the City of Melbourne and is required to report on its sustainability efforts as part of its annual acquittal.



Office of the City of Literature Report

This report outlines the activities and operations of the Office of the City of Literature from January to December 2018.

REPORT AGAINST STRATEGIC PRIORITIES

The following lists both the activities as outlined as per the latest Strategic Plan (2017 -2019) as well as any new activities/ opportunities that have been followed in this period of time.

The Office has three broad areas of action that address the [aims](#) of the Creative City Network as well as the needs for Melbourne as a City of Literature:

1. Connecting the City of Literature - *Melbourne is a well-connected City both locally and internationally*
2. Reflecting the City of Literature - *Melbourne values itself as a leading City of Literature*
3. Supporting the City of Literature - *Melbourne is a sustainable City of Literature*

The Office programs in three ways:

1. Strategic initiatives – that can cause a meaningful change in the City of Literature.
2. Partnership programs – working with partners to deliver the impactful programming.
3. International exchanges – programs that begin here in partnership with another Creative City then travel around the global network.

The following report against strategic priorities doesn't directly report on the day to day advocacy work the Director is engaged in.

1. Connecting the City of Literature

1.1 Comics project

A digital platform which enables film/ comic festivals to host a translation website. Users can add their own scripts to the website which then provides the festival with short films to screen as part of their festival.

The first trial of this [site](#) will happen during a comic festival in our Sister city Ljubljana in 2019.

1.2 Edinburgh Exchange Program

A one-off biennial exchange program between Melbourne and Edinburgh literary programmers. In 2018 we will be sending 5 programmers from across Victoria to work with Edinburgh for 8 days .

This program was coordinated by us, with the Edinburgh Office organising the program and suggesting the successful applicants.

The following people travel in August to Edinburgh for this opportunity -

()

joined by .

This program reverses in two years when Edinburgh sends us some of their literary programmers. The evaluation from Edinburgh is in the [Attachment 3](#).

1.3. Poetic Encounters

Poetic Encounters was a book produced as a gift to Krakow UNESCO Creative City of Literature on the occasion of the XII UNESCO Creative Cities Network Annual Meeting in Krakow and Katowice in June 2018. Produced by the 28 UNESCO Creative Cities of Literature with two poets from each city represented. Chris Wallace Crabbe and Emily Zoey Baker represented Melbourne with their Reading Victoria poems. A [film of the book being](#) written was produced by Tel Aviv, City of Design, and has been widely distributed across the network. Of note, the concept for this project was devised by the Melbourne City of Literature Office.

1.4 Sleipnir Travels

A Children's literacy [website](#) shows the journey of the mythical horse Sleipnir and enables children to write short flash fiction about its journey.

The Sleipnir Travels' website was used by Heidelberg for a feature event at their Literature Festival. The website has now been updated so that authors of postcards can email a copy of their postcard to themselves, or someone else.

1.5 Social Media

Facebook has 1433 Friends. 30% of followers are international. We are aiming for this to be a 50/ 50 spread. Twitter has 8037 followers and has been averaging about 5000 impressions every 24 hours for our tweeted content.

A core part of our social media strategy is the online focus events including [City of Lit Advent Calendar](#), [Postcards from Cities of Literature](#) and [City of Literature recommend](#).

1.6 Visiting International literary programmer's roundtable

Partnering with Melbourne Writers festival to deliver their roundtable of Visiting International Festival Directors and Literary programmers.

MWF received individual funding for this but the office has continued working with them in ensuring that maximum impact is gained as well as funding a representative from one of the festivals within the Cities of Literature network to attend.

The evaluation from participants is in the [Attachment 4](#) with some direct feedback from participants in [Attachment 6](#).

1.7 Website

The Office now has 1974 subscribers to our Calendar updates with more organisations joining to upload events and the website still generating a lot of hits. We are yet to hit the critical mass where it is the automatic place to upload your event and/or see what is on throughout Victoria on any given day.

We created a [podcast](#) page for the Explore section of the Website. The website is now also in Spanish.

2 Reflecting the City of Literature

2.1 *CityoflitCollectaComic*

This was an activation project linking comic and collectable shops and locations across the CBD (Including State Library of Victoria, All Star Comics, Classic Comics, Silent Army storeroom, Homecooked Comics Festival, Sticky, Festival of the Photocopier, Minotaur and Squishface Studio.)

It received moderate interest with varying levels of support from the above locations. It received a high level of interest overseas though and was highlighted as best practice within the Krakow UCCN meeting. See [Attachment One](#) for a copy of the cards.

2.2 Poetry in the City of Literature

We created an [online snapshot](#) of Melbourne poets to be distributed overseas via a giveaway badge



2.3 Quarterly International newsletter

Two issues were emailed with the newsletter now being published in English and French. Of note Spanish is our biggest non-English speaking openers and our openings are dominated by non-Cities of Literature. The subscription list includes all the Creative Cities and averages about 200 opens per edition out of a subscription list of 350.

Here is the [winter issue](#) and the [spring issue](#).

2.4 Reading the City of Literature

We created an [online snapshot of Melbourne Publishing](#) in 2017 for overseas use.

2.5 Reading Victoria

This was a series of short pieces (stories, non-fiction etc.) that were set in/ dedicated to/ inspired by the suburbs of Melbourne and across Victoria.

[Reading Victoria](#) concluded to positive option and with an average of 2500 readers per post with 5000 readers for [Nayukia Gorrie's piece on Fitzroy](#).

3. Supporting the City of Literature

3.1 BookMap – Lit Map of Melbourne

A new iteration of the Lit Map of Melbourne to be printed and rolled out by May 2016

An enlarged focus on bookshops outside the CBD grid was included in the design of this map as well as, for the first time, noting spoken work venues. We also included more second hand bookshops. 25000 have been printed with 36 boxes and 18 A1 posters already distributed around Melbourne. The map design is Included in [Attachment Two](#).



By December 2018, 14160 maps had been distributed across Melbourne.

3.2 Playwrights roundtable

A one-day event examining how the Office can support playwrights while discussing key issues such as mid tier companies, overseas publishing, craft development and profile of playwrights.

3.3 Regional Literary Programmers Roundtable

In its 3rd year, the roundtable was a two-day event where regional literary programmers come together to share best practice, problem solve local issues and connect.

It is envisioned that from this the Office will explore some big visibility initiatives for regional organisations in 2019.

3 MISC

3.1 Parliament of the City of Literature

An event bringing all the 'citizens' of the City of Literature together for a parliament to look at and challenge the future of Melbourne as a City of Literature. Half conference and half town hall meeting, booksellers, writers, librarians ...everyone. This program will address how literature, and the City of Literature, can work towards the UNESCO 2030 goals. Tenth anniversary 2018.

The Parliament was a two day event with a [House of Representatives](#) looking both back to 2008 and through that reflecting on today. As well as a [senate looking at where we will be 2030](#). The program was part theatre, part event, and part provocation. Everything from it was recorded and will be released over 2019.

The Parliament suggested 7 'laws':

- *Create or change existing institutions to make them more appealing and accessible to all members of the literary community*
- *Commitment to improving representation in the literary community and its industries*
- *Protecting and improving financial remuneration for artistic labour*
- *Providing support for educational and literary organisations and spaces*
- *Continue to broaden the City of Literature's (and its constituent's) interpretation of what constitutes literature*
- *Resourcing development programmes that provide personal and professional support for all members of the literary industry*
- *Decolonise the structures of literature to combat erasure and acknowledge sovereignty of Indigenous people, languages and stories*

Four Cities of Literature visited for the Parliament – Edinburgh, Krakow, Iowa City and Reykjavik. A reflection for Justyna Joachim from Krakow can be found in [Attachment Five](#).

OTHER ACTIVITY

Cities of Literature

Partnering Program

We have devised and led on a partnering program within the City of Literature Offices.

The partnering program gives the Offices a one-on-one opportunity to dig into the specific challenges and issues of their Offices. It is as much being a critical friend, a supportive ear as it is as a mentorship program. You may consider an older City, a City with similar size and demographics as your or a City of the same timeline of designation.

The Cities self-selected the three Cities they were interested in and we organised the pairings. The pairs met informally in Krakow over a meal or drink then committed to 4 skype sessions with informal meetings in Nottingham (2019 City of Literature Meeting) and Fabriano (UCCN General summit) to finish the first year pairing.

Melbourne is paired with Montevideo and Manchester.

ATTACHMENT ONE: City of Lit Collect A Comic



ATTACHMENT TWO: Walking Map of Melbourne

WALKING THE CITY OF LITERATURE

NAARM IS THE TRADITIONAL NAME FOR THE MELBOURNE CITY CENTRE AREA. THE WURUNDJERI PEOPLE ARE ITS TRADITIONAL OWNERS.

Download our audio walking tour and discover the true literary Melbourne at your own pace. Visit walking.thyofmelbourne.com.au

INTRODUCING THE CITY OF LITERATURE

The UNESCO Creative Cities Network (UCCN) covers over 400 cities in over 100 countries. Melbourne was named a member of the UCCN in 2015, recognising its commitment to sharing best practices, developing partnerships that promote creativity and the cultural industries, and supporting participation in cultural life and integrating culture in urban development plans.

In 2020 Melbourne joined the UNESCO Creative Cities Network where it was designated the first and only City of Literature in Australia. The Melbourne UNESCO City of Literature office is responsible for many dynamic and exciting initiatives that seek to support and highlight the breadth, depth and vibrancy of Melbourne's literary culture.

FURTHER A FIELD

STRETCH YOUR LEGS OR TAKE A TRAM AND EXPLORE SOME MORE WRITTEN WONDERMENT

Love your discoveries? Enjoyed this map? We'd love to hear about your experience in this city. Use the hashtag #litandofmelbourne or include our Twitter handle @MelCityLit

ATTACHMENT THREE: Edinburgh Exchange Evaluation

The Literary Programmers Exchange took place in August 2018 between Melbourne and Edinburgh Cities of Literature. It was developed as means for literary programmers to share skills, ideas and opportunities. Hosted in 2018 by Edinburgh, seven delegates from Australia took part in a tailored programme of events across Edinburgh, Glasgow and Dundee. It provided them with opportunities to network with other programmers, attend events which demonstrated the potential of live literature and meet with peers to discuss, in detail, aspects of their industry.

Exchange 2018: In Numbers

- 7 delegates from Australia
- 10 day tailored programme
- 3 Scottish UNESCO Creative Cities
- Over 20 potential partnerships established
- 22 Scottish cultural organisations participated
- 26 events in the programme
- 2 facilitated discussion forums
- 1 list of key cultural partners distributed and acted upon

Impact: Highlights from the Delegates' Feedback

'The exchange program to Edinburgh hosted by the City of Literature was a truly amazing experience... Much of the conversation with various leaders in the field centred on costings of events and festivals, audience participation, supporting writers, encouraging indigenous language and cross promotion with other players... These conversations did change my thinking around many issues that I battle with in my role, and certainly it did change my ideas for the Readings 50th year celebrations... By sending us to the other side of the world, we realised the importance of working together and staying in touch with each other's objectives.

-

'I learned so much on the trip. Not just about programming, but about people, and the importance of loving what you do and remembering why you're doing it... Meeting these people, discussing how and why we make planning and programming decisions, and sharing ideas and hopes for the future was by far the most beneficial part of the trip... I'd like to say an enormous thank you to...my fellow delegates who gave me so much joy and inspiration, and have already made me better at my job(s).'

-

'The exchange program offered by the Melbourne City of Literature Office was a once-in-a-lifetime opportunity... some of the deepest and most productive learning took place in discussions with representatives from other literary organisations both Edinburgh based and from further afield... One of the most important 'take away' learnings from the experience was that literary and cultural programmers face similar challenges in the UK as we face here.'

-

'Taking part in the Edinburgh Exchange gave me the opportunity to visit venues, experience events, and meet with the key people working in literary organisations. This would never have been possible without the knowledge and connections of the Edinburgh and Melbourne Cities of Literature... The curated program provided us with an opportunity, in a very short space of time, to meet the most relevant people who are working creatively and effectively in our field... An unanticipated benefit of

the Exchange was meeting and getting to know the Melbourne based literary programmers. The knowledge we shared and connections we made have been of immediate benefit.'

Success: Meeting our Aims

Edinburgh City of Literature delivered this project, in partnership with Melbourne City of Literature, with the aim of highlighting and reinforcing the international opportunities open to Literary Programmers, through membership of the UNESCO Cities of Literature network. Collaborating with Melbourne in this way allowed skills sharing, fresh thinking and inspiration to be spread amongst the literary programmers of the two cities.

The project successfully met its aims achieving the following positive outcomes:

- * Increase in programming contacts amongst lead practitioners in both cities
- * Creating an exchange programme blueprint which can be replicated
- * Showcasing Edinburgh and Melbourne as literary locations
- * Enabling ideas exchange between international peers

ATTACHMENT FOUR: Visiting International Literary Programmers Round Table

- How many Australian writers have you presented over the last 5 years?
Individual average: 7.4
Projected total (all delegates): 59
- How many Australian writers do you hope to present over the next 5 years?
Individual average: 14.3
Projected total (all delegates): 114
- Can you estimate how many Australian writers you saw / had exposure to at events?
Individual average: 14
Projected total (all delegates): 112
- Did you see, or find out about, Australian writers you were not already familiar with?
Yes: 100%
No: 0%
- Approx how many new professional connections have you made with Australian publishers or literary organisations?
Individual average: 10.4
Projected total (all delegates): 83
- Can you estimate how many Melbourne Writers Festival events you attended?
Individual average: 6.8
Projected total (all delegates): 55
- Did the round table program and delegates' activities meet your expectations?
Yes: 100%
No: 0%

“It was a unique experience to be able to connect with peers from around the world... I would now like to work closer with, not only with Australian literary organisations, but with all of the delegates markets as well.” – Emirates Literature Foundation

“I made a number of important connections which will hopefully lead to more partnerships in the future. We plan a special focus on Australian cities in our work next year...[and] I am thinking of running a similar programme in our Festival of the Future City in 2019.” – Festival of Ideas Bristol

“Extremely useful! A nice mix of structure and un-structured conversation... I learned a great deal.” – Town Hall Seattle

“The programme is one of its kind and coming from a region where there are few literary organisations and even fewer literary arts programmers. It was immensely beneficial from a professional development standpoint.” – Singapore Arts House

- Has your engagement with or awareness of Australian literature changed as a result of the program?

“I have seen the diversity in the nature of Australian literature and been exposed to Aboriginal literature, for the first time.” – Emirates Literature Foundation

“[I] was always aware that there are many, many writers in Australia but was not so much clued in on how varied they are in terms of background. For example, very few Aboriginal Australian writing makes it to Asia.” – Singapore Arts House

“I was lucky to meet other indigenous writers also at the party. I am particularly interested in writers of colour and indigenous voices and the talk on aboriginal culture, language and traditions was excellent.” – George Town Literary Festival

“The roundtable was very well conceived... it was a pleasure to interact with my counterparts from across the world, and gain from their experience. I particularly enjoyed the interactions with the various literary organisations at the Wheeler Centre... We would like to see more Australian writers in India, and familiarise Indian readers with their work.” – Apeejay Kolkata Literary Festival

ATTACHMENT FIVE: Parliament of the City of Literature

Dear All

were recently in Melbourne celebrating the 10th anniversary of its designation as a UNESCO City of Literature. Thanks to some strategic decisions about my geolocation this year, I was allowed to tag along too. And I'm really grateful for the opportunity. I was hoping that you'd indulge me by reading some of my reflections on the experience.\ You see, the team at the Wheeler Centre managed to accomplish something that we always talk about. They put the City of Literature on stage, front and center, and I haven't been able to stop thinking about how good it all was.

They organized a remarkable series of events, called the Literature Parliament. Divided into a House and Senate and composed of an incredible cross-section of writers, editors, poets, playwrights, academics, librarians, publishers, spoken word artists, comics, cartoonists and illustrators and more, the Parliament gave the five of us and other audience members in the gallery the opportunity to participate through active listening. The House and its elected Ministers took us back in time and made us reflect on the Melbourne City of Literature of 2008, where it was then and what it hoped to achieve. They then brought us to the now, and we heard assessments of what was accomplished (or not) by 2018 and what they hoped was yet to come. The ministers proposed bills, put forward values and ideals for a better Melbourne by 2030. And the next day, the Senate proposed its own views and evaluated the presumptions, intentions, and visions of the House, ensuring that they are all checked and balanced to reflect the needs, experiences, and rights of every citizen of the City of Literature. Thanks to some ingenious programming, the House and Senate were more-or-less representative of establishment vs. the non-establishment voices of the literary community. Lachlann Carter presented his reflections by writing a story featuring the CITY OF LITERATURAWWWRR!! monster and thus highlighting [One Hundred Story Building's](#) efforts to promote children's literacy; [Alistair Baldwin](#) talked about the significance of digital platforms for writers with disability, especially those living far from creative industry nodes; [Rachel Ang](#) beautifully illustrated her thoughts on racism and identity in Australia through comics. [Emilie Collyer](#) made an eloquent case for support of Melbourne-based and Australian theater, and [Sister Zal Zanda](#) reminded us of the meta, the centrality of decolonialization to our work and the importance of challenging one's own biases, especially when you think you don't have any. We listened to over 40 people actively creating the City of Literature! The result of this two-day event was a set of values, laws, that will inform Melbourne C of L's next strategic document, but more importantly, a stronger community.

This model, experiment, this grand success that combined theatre, literature and democratic dialogue, mirrored back to the audience the brilliance – as in the shiny star and bright light – that is Melbourne. It meant that the big host institution, the Wheeler Centre, had to sideline its assumptions and interests. Or perhaps that is my own presumption... Perhaps at the crux of all of this is that the Wheeler Centre knows that it is in its interest that this Literary Parliament takes place, and continues to take place and that its assumption is that the literary community will exceed all expectation and help the Centre better serve them. I think that sounds more accurate. It gave the actual people who make the City of Literature tick and tock around the clock, and who fill forms with content, the microphone.

What it demonstrated to me are Melbourne's confidence in its community, its trust in the individuals' intention to work for the improvement of the city (despite sometimes differing views and approaches) and its strong backbone. If ego was present in the room, it was channeled for the purpose of working together, not working against with suspicion, self-pity or insecurity. That was a very secure room – no matter how nervous any one person felt on stage, presenting their manifesto and opinion – the collective was encouraging, uplifting and secure in itself. It sent the message that

the City of Literature is not the coordinator, not an office, not a single director, extroverted personality or even the institutions that are its public face, but each individual who does their part to contribute with good-will and the sometimes elusive, but ultimately integral, sense of mission, trust, openness and proactivity.

We all have struggled with the question of how to develop a sense of ownership and responsibility for our respective City of Literatures and the well-being of its citizens and engagement with all things creative and literary. Melbourne has just given us a glimpse into its approach. The focus on representing the whole community, not just the privileged bits, democratic conversation and connection, confidence in social ties and kinship, and the right to creative expression and participation in it... that is the common cause. It's not surprising that Melbourne made the coffee mugs that say "Citizen of a City of Literature", which is not just cute merchandise. It walks that talk.

Without a doubt, this was a special event, the impact of which will reverberate within the city and well beyond its limits. For those who have not yet made their lives better by reading the beautiful content that Melbourne has been sending out every week on Mondays over the past 49 weeks of 2018, you can rectify that by going to this [website](#). If you wish to hear the stories presented by 10 authors during the wonderful evening that preceded the Parliament, listen [here](#). David has said that the podcasts from the Parliament will be made available soon, so keep your eyes and ears out for that. They will "put you in the room".

*Justyna Joachim
Director
Krakow City of Literature*

ATTACHEMENT SIX: GENERAL FEEDBACK

REGIONAL ROUNDTABLE

From:
Sent: Monday, 3 December 2018 11:13 AM
To:
Subject:

Good morning,

I just wanted to let you know how much I enjoy coming to the Roundtables, not just because it's a group of like-minded people meeting, but because I really learn something from the events. I think the Roundtables provide an opportunity for knowledge-sharing, tips and tricks, networking on a comfortable scale and for us to realise that literary festival programming is done by passionate, driven, time-poor people who do it because they love it.

You can use the Roundtables as a starter pack for setting up a festival or you can share the experiences of those who've been doing it for years – take your pick. The biggest take home for me is always the variety of differences and commonalities that are demonstrated. One person's free ticket is another person's paid event and no two audiences are likely to be the same. The Roundtables show me just how diverse Victoria is in terms of festivals, thinking, creating and dreaming.

Cheers

Sent: Saturday, 17 November 2018 4:06 PM

To:

Subject

Dear

As Communications Officer for Bendigo Writers Festival, I have attended the City of Literature's Regional Literary Festivals Roundtable for the past three years. Each year I have gained invaluable contacts, connections, and insight, as well as useful and practical information that I have been able to share with the rest of the BWF team. Planning and implementing a writers festival is an immense task and one which the countless others undertake with little support from many external sources. To know that The City of Literature will host a gathering for other like-minded, hard-working people with the aim of letting us share our knowledge and experiences is of utmost importance to our ability to take stock, plan and revitalise in order to put our festival on for another year. I look forward to actioning many of the creative ideas which were discussed at this year's roundtable and meeting again in 2019 for more stimulating discussion and sharing of common challenges and solutions.

The Regional Literary Festivals Roundtable has been a very positive experience for me and one I am keen to see continue. I thank for being a great chair and for giving me, and others, a chance to engage in meaningful discussion and structured thinking around what it takes to successfully programme a literary festival.

Visiting International Literary Programmers

From:

Sent: Monday, 3 September 2018 8:27 PM

To:

Cc:

Subject:

Dear

I hope both of you have some time to rest after a hectic time – and congrats on creating such a meaning, valuable experience for all of us at VILP. We are so honoured to be part of this programme and it was useful for me and Lisa on so many levels – from meeting other literary programmers, understanding context as well as the practicalities, and of course experiencing the brave, thoughtful and heartfelt MWF!

Appreciate also the extra touches on hosting us with such yummy treats and just spending the time with us despite your crazy, busy schedule.

Cannot thank you enough for inviting us to be part of this – and as mentioned, we would love to sponsor ourselves (another of my colleagues) to the next edition if you are doing another – as it has just been so so so beneficial.

Wishing also that we will have an opportunity to welcome you in Singapore.

Best regards,

From:
Sent: Thursday, 20 September 2018 3:05 PM
To:
Subject:Re:

Dear

I hope you're well and have taken some well-deserved time off after MWF and the delegation.

Thank you so much for hosting us in Melbourne. Your Festival was INCREDIBLE!! Well done to your whole team and especially Marieke Hardy for her creative vision and execution. I came back feeling very inspired and given that I am new to our team and the next Festival will be my first, I have learnt a lot.

Thank you for everything and I hope to welcome you soon in Dubai!

Warm Regards,

GENERAL

From:
Sent: Tuesday, 20 November 2018 5:09 PM
To:
Cc:
Subject

Dear

This will be a great party but I'm afraid I can't attend as I have a dinner I have to go to, and I'm not sure I can back out of it. My loss but it means I'm an apology. Sorry!

That said, thanks (again) for the support you have given both MWF and SPN (and others, of course, but they are the ones closer to me). It's been appreciated and has enhanced our ability to deliver successful programs. When, all those years ago, that large group sat around the table to bid for COL status, I always wondered what we'd do with it were it to be granted, You have helped realise the dream. so thanks and congratulations.

Very best wishes. Enjoy the party.

From:
Sent: Friday, 14 December 2018 10:05 AM
To:
Subject:

Hi

Was brilliant to pick your mind about literary awards and the writing life in Melbourne yesterday.

It was very kind of you to pay for lunch as well. Appreciate the introductions too.

The conversation added significantly to our considerations on how to move forward with the awards.

Will certainly keep you in the loop with our progress.

Thanks again

2019 at a glance

The following lists both the activities as outlined as per the latest Strategic Plan (2017 -2019) as well as any new activities/ opportunities for the coming year

Connecting the City of Literature

1. Booksellers in residence

We are developing an exchange program where we send a number of booksellers to be in residence for two weeks in one of the English speaking bookshops *International Exchange New Activity*

2. Comics project

A digital platform which enables film festivals to host a translation website. Users can add their own scripts to the website which then provides the film festival with short films to screen as part of their festival. *Strategic initiatives*

3. Translators Digital Summit

An online Conference/ Festival for translators living in the Cities of Literature. A five-day academic type program involving a key note and panel each day (at differing times) hosted on a website which leaves both open for questions and response for day after thus making it more than just sit and watch. Also including student stream and an arts project developed with EWF as part of Digital Writers Festival. *One World/ One Poem* which is a poem that students translate *International Exchange New Ac*

4. Penpal Network

The Office will develop a website that connect individual writers from Melbourne with other Cities across the network *International Exchange Scoped in 2019*

5. Slam O Vision

[SlamOVision](#) is a fun spoken word version of Eurovision involving a group of the Cities of Literature. Each City, in which ever way suits their City, organizes a local competition to pick their entry with each entry being a slam poem maximum of 5 minutes in any language

The entries are displayed on a website and Cities then vote in 10 through to 1 style (again voting worked out by each City) The end result is a beamed live during the Melbourne Writers Festival. *International Exchange. New Activity*

6. Sleipnir Travels

A Children's literacy [website](#) shows the journey of the mythical horse Sleipnir and enables children to write short flash fiction about its journey. On its journey between the Cities children are encouraged to write postcards from Sleipnir which are publishable (and email-able) from the website. In its thrid year Sleipnir will visit another regional festival, Tartu and Edinburgh

7. Virtual Book fair

Beginning to develop a Virtual Book fair to supplement the current model of International Book fairs while providing an economical (and sustainable) alternative for small publishers and to reduce geographic challenge. It would provide the same opportunities for connection and community that the Fairs do and of course be equally aimed at the end goal of selling rights.

In 2018 the Office, in partnership with Norwich City of Literature, will begin scoping how this could possibly work – *Strategic Initiative. New Activity*

8. Visiting International literary programmer’s roundtable

Partnering with Melbourne Writers festival to deliver their roundtable of Visiting International Festival Directors and Literary programmers. *Partnership program – Melbourne Writers Festival*

Reflecting the City of Literature

1 Bookshop Receipts

Commissioning a series of short love poems to be printed on the back of bookshops receipts. *Partnership program. New activity*

2. City Poets

Each library in one particular Library service has a poet attached as a sort of poet laureate. This to be by an open call out with the poets being chosen to match with the demographics of each library and/or the focus of each library.

The City poets have two main jobs. Firstly, write a poem about the library for the library to do whatever they’d like with. Secondly they’d be tasked with reviewing the Libraries poetry collection and recommending titles for the library to buy (from a local bookshop) made up of classics, contemporary Australian and contemporary Victorian

Also each library could use them for other things – events, judging, podcasts and the City comms team could use them all combined for any publicity they’d like *Partnership program. New Activity*

3. Coles Book Arcade

Developing a digital addition to the City of Melbourne’s Coles Book arcade signage and plaque *Strategic Initiative. New Activity*

4. Walking the City of Literature

The launch of the App with 4 preloaded literary walks on it aligned with the new Lit Map of Melbourne *Strategic Initiative. New Activity*

Supporting the City of Literature

1. Four seasons in the City of Literature

A tourism initiative to highlight Melbourne’s literary attraction on a seasonal basis. This to be developed with Destination Melbourne and to be aimed at a New Zealand market. *Strategic initiative* Beginning in 2019

2. Playwright support

The Office will be working on two strategy areas for this group - visibility and community

- Visibility wise we have got agreement from the Wheeler Centre to program more playwrights on panels across the year and are in discussion with MWF and Readings. This is to both program playwrights according to content but as chairs and facilitators.

- Community wise we will be hosting ten nights' downstairs at the Moat which will combine camaraderie, cheap drinks and some programming. This will be (lightly) programmed by Malthouse, MWF and Australian Script Centre, will be mid week and involve a free drink or to

3. Regional Programming support

The Office is committed to exploring some strategies to increase the profile of the Victoria literary Festival sector and thought this build sustainability

3.1 Literary Programmers Roundtable

In its 4th year, the roundtable is a two-day event where regional literary programmer come to together to share best practice, problem solve local issues and connect. It is envisioned that from this the Office will explore some capacity building initiatives for regional organisations.

3.2 We have commissioned [Marc Martin](#) to do a full colour hi quality map of Victoria which instead of town names will have the name of the festival. The idea is for these maps to go into your local libraries, tourist centres, Council offices where ever the Festivals think it will have the most impact.

3.3 To complement the map we will be creating a one page (two sided) colour insert in the Writer Victoria members magazine. One side will be the map and the other will be a calendar of festivals in 2019.

3.4 We will be commissioning some social media reporters to visit a few festivals next year. If this of interest please [email me](#) and we can chat about it.

4. Toolkit

The Toolkit series are three one day seminars designed for one area of the City of Literature to professionally develop another. For example, a one-day seminar for librarians on programming run by a variety of writing organisations. *Partnership program* Beginning in 2019