

Strategic vision: MWF 2016 - 2019

Melbourne Writers Festival

WHO WE ARE

Melbourne Writers Festival is Victoria's winter celebration for readers, writers and thinkers.

VISION

To be Australia's best literary festival.

MISSION

Melbourne Writers Festival attracts the world's best writers and thinkers, to create stimulating, meaningful moments that inspire a lasting passion for reading and ideas.

BRAND VALUES

Smart

We're intelligent, creative and savvy. Always thought provoking, sometimes provocative, we take curious readers on a journey of discovery.

World-class

We work with the best writers and thinkers, internationally and locally, and pursue excellence in everything we do.

Vibrant

We're fun and energetic. We celebrate reading and writing, and we're not afraid to be challenging or take risks.

Meaningful

We build communities from amazing moments, powerful connections and the exchange of ideas between readers and writers.

Welcoming

We're great hosts who offer a warm, inviting and inclusive place for everyone who reads.

STRATEGIC DIRECTION

Excellence in Programming

MWF delivers a world-class writers festival with exciting, dynamic events that inspire and challenge audiences and artists alike.

Key goals:

- Offer a smart, innovative program featuring the world's best writers and thinkers across a diverse range of event formats

- Promote Australia’s best writers and thinkers, including Indigenous literature, worldwide
- Maximise year-round engagement with both national and international audiences by maintaining a Digital Strategy
- Curate programs that advance audiences’ cultural engagement with Asia
- Enhance MWF’s sense of community by using our Fed Square home to leverage opportunities for peer-to-peer artist interaction, as well as audience-to-artist engagement

Integrating Inclusivity

MWF ensures that all Victorians feel welcome to participate fully in the Festival by being socially and culturally inclusive.

Key goals:

- Develop events that welcome and engage Victoria’s diverse communities
- Ensure MWF’s free program is of the highest calibre for the Festival to be accessible to all
- Prioritise diversity within MWF’s internal structures, including staff, interns, participating artists and board
- Demonstrate best practice in accessibility
- Put our audience at the heart of everything we do by listening to and learning from them

Maximising Impact

MWF sets the national agenda for the discussion of writing and ideas, encouraging all Victorians to read and engage culturally.

Key goals:

- Collaborate with a wide range of organisations on Festival programs designed to have an ongoing impact
- Increase brand awareness through year-round marketing and publicity activity that demonstrates MWF’s brand values
- Encourage return participation at future Festivals by ensuring audience and artist experiences are fulfilling and satisfying
- Increase childhood literacy and develop the future generation of readers (Schools’ Program and youth programming)
- Demonstrate leadership within the literary and arts industries

Earning Our Way

MWF is financially sustainable, maintaining a balanced portfolio of income streams.

Key goals:

- Develop meaningful long-term Festival partnerships, with increased investment from fewer overall sponsors
- Ensure best practice relationship management with donors and partners
- Strengthen government relationships to ensure a secure ongoing funding base
- Explore opportunities for additional revenue streams to contribute to a robust and balanced portfolio of income
- Practice sound fiscal management and governance