

**Melbourne 2019
Writers Festival**

30 Aug — 8 Sep

**Book Launch Program
Information Pack**



APPLICATIONS ARE NOW OPEN

Melbourne Writers Festival (MWF) is a premier literature event that creates a highly engaged community of knowledge, ideas and inspiration.

It is an exciting time in our three-decade history. With new artistic director Marieke Hardy at the helm, MWF18 was lauded as a genuinely exciting and bold literary arts festival. The vision, the depth and breadth of change and creativity were evident.

We asked our traditional audience to push creative boundaries and experience words and stories in alternative ways and discover new voices, without losing sight of all that is loved and trusted at Melbourne Writers Festival.

We champion new work and promote the talents of emerging writers as well as those who are already established. In 2018 MWF featured 536 international and Australian writers and artists with an audience attendance of 53,500.

Our book launch program is a fantastic platform for new works. If you're launching a book this year, we encourage you to apply to be part of this exclusive program.

“The experience of launching my book (The Bone Sparrow) at MWF was fantastic. There was a great buzz about being part of the Festival, and it was wonderful to meet other authors.”

- Zana Fraillon

ARTIST EXPERIENCE

The majority of MWF18 artists recommend participation in MWF to other writers and artists and were highly satisfied with communications, logistics and event preparations by MWF.

Books launched at MWF in previous years were in our official bookseller's top 10 bestselling books of the Festival, showing the high level of interest and engagement with the program from the general public.



For a book launch fee of \$700 +GST, the benefits of your investment include:

Marketing & promotion

- Listing in **Festival program guide** (10,000 printed copies and 5,200+ unique readers of e-pub in 2018) and **website** (127,500+ unique visitors during MWF18 campaign);
- Sale of your book in the Readings Festival Bookshop (ISBN required);
- Promotion of your book launch on MWF social media accounts;

Event planning

- One-hour launch event during festival (free to attend, open to general public);
- Venue with furniture and basic PA set-up;
- MWF staff and volunteers to assist with your launch and provide technical support;

Artist experience

- Receive an Artist Pass to the Festival, which gives you free entry to all MWF standard sessions (unless at capacity);
- Receive exclusive invitations to MWF parties and events for artists.

Author experiences

[MWF]

“MWF has supported me from the very inception of my career. My first book was launched at MWF, in fact, at the Malthouse Theatre. So was my second book, in Deakin Edge, Fed Square! So the Festival feels like my literary home. I am so grateful for the support of the Festival throughout the years.”

- Alice Pung

“Being included in MWF events was nice, sort of celebratory!”

- Jacinta Halloran

“It was a very successful and well run event in an easily accessed and well attended place. It was also wonderful to be given an Artist Pass, as this meant I could then enjoy the rest of the Festival.”

- Zana Fraillon



How to apply

[MWF]

Please complete the book launch application form online by **Friday 15 March**.

Questions? Please get in contact.

Applicants will be notified of the outcome of their application by Friday 5 April.
We regret that we are unable to provide feedback on unsuccessful applications.

Book Launch Administrator

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