

Strategic Plan 2021–2024

Our Vision: To be recognised as the pre-eminent literary festival in Tasmania.

Our Mission: To provide a distinctly Tasmanian experience, grounded in the Tamar Valley, connecting local communities with interstate and intrastate visitors by encouraging the pursuit and enjoyment of the written and spoken word.

Our Values:

AGILITY | INCLUSIVITY | SUSTAINABILITY

Strategic Objectives

1. That the TVWF grows to be recognised as a significant event on the Australian literary calendar.

KPI: Growth in festival attendance and audience from 1950 in 2018 to:

- 3100 in 2022
- 4250 in 2024

KPI: Presentation of out-of-festival events both ticketed and free including: a biennial mini-fest, seasonal trivia nights and five partnered one-off events across each two-year period.

2. Develop and expand the TVWF community via strategic use of social media, podcasting, website engagement and direct marketing, as well as increased coverage in traditional media.

KPI: Develop a comprehensive Social Media and Marketing Strategy, including KPIs against each social media platform, our podcasts and e-newsletter.

KPI: Implementation of Social Media and Marketing Strategy, meeting KPIs, and developing our role as a thought-leader in the reading, writing and ideas space.

Strategic Plan

3. Develop and implement Business Plan to increase revenue and enable more paid contributors.

KPI: Business Plan endorsed by Committee in December.

KPI: Implementation of Business Plan delivers significant funding commitments to take the festival beyond Sept 2022.

4. Encourage greater engagement between our local community and intrastate and interstate visitors, to enrich social interaction in the region.

KPI: Increased intrastate visitors to Festival and associated events from 1790 in 2018 to:

- 2750 in 2022
- 3500 in 2024

KPI: Increased interstate visitors to Festival & associated events from 150 in 2018 to:

- 350 in 2022 (open state borders permitting)
- 750 in 2024

5. Attract leading writers and contemporary thinkers to present at TVWF, to enhance the cultural life, social connection and well-being in the region.

KPI: Enable presentations, panels, masterclasses and podcasts by up to 30 individual writers and thinkers across the two-year period.

Just wanted to say a HUGE thanks to you all for inviting me to be a part of your brilliant Festival. I had a blast. It was such a warm, welcoming and invigorating environment – you should all be suitably impressed with yourselves.

~ Kyle Mewburn

Strategic Plan

6. Ensure fit-for-purpose governance and administration.

KPI: Conduct board survey and develop skills matrix

KPI: Creation and maintenance of subcommittees to do focused work in four key areas, and make recommendations to the Committee, as necessary.

- Programming
- Revenue & Partnerships
- Schools Program
- Operations

KPI: Succession Plans in place

7. Be known as good to do business with, and be a partner of choice for organisations with mutually aligned values and objectives.

KPI: Collaborate with a minimum of 20 different partners across each two-year period.

KPI: More than 75% return partnerships.

8. Embed diversity in the Festival by taking an inclusive approach to committee membership, festival programming and audience development.

KPI: Committee membership to include Tasmanian Aboriginal People and people with Culturally and Linguistically Diverse (CALD) backgrounds, from LGBTQI communities, people with disability, and from a range of socio-economic groups.

KPI: 30% of speakers across the breadth of festival activities are from these diverse communities.

KPI: The festival directly and proactively engages with these wider communities across social media and other marketing.

Strategic Plan

9. To facilitate greater engagement with the schools' sector to encourage in our children a love of reading and life-long learning, contributing to improved literacy rates in the region and the state.

KPI: Development and implementation of enhanced, interactive schools program including worksheets, for the 2022 Festival and beyond

KPI: Greater alignment with the curriculum in overall offering, including events, initiatives and podcasts.

KPI: Increase collaboration with organisations such as Tasmanian Association of the Teachers of English, the National Book Council of Australia and the Children's Book Council of Australia.

KPI: Increased schools and youth engagement with our offering.

Congratulations to the Tamar Valley Writers Festival,
a small festival full of big ideas, which brings together people
for an engaging, elevated and important celebration of Australian
writing. Within its wonderful Tasmanian setting, a creative spirit
flows throughout and makes for a uniquely intimate experience
for all lovers of the written word.

~ Michael Jacobson