



PROGRAM

April - June 2015

How to Book

Bookings are essential.



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EMAIL: admin@sawriters.org.au
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IN PERSON: Level 2, 187 Rundle St, Adelaide

All program details are correct at publication, but details can change. Please check our website and enews for updates. Registered participants will be contacted directly if there are any course changes. There are no refunds on workshop fees. See our website for full terms and conditions.

SA Writers Centre is assisted by the Government of SA through Arts SA, and by the Australian Government through the Australia Council, its arts funding and advisory body



Book to Blog and Back with Emily Craven

Sunday 12 April
10am - 4pm

Do you have a book you're trying to promote? Or want to build an audience for a book you're trying to get published? Blogging is a fantastic way to reach your (potential) fandom. Whether you write fiction or nonfiction this course will show you how to write blog content aimed to reel in an audience. We'll then look at how you can repurpose this blog content in the future and turn it into another book!

Participants will learn:

- to identify and connect with your audience online
- to write blog content that specifically engages your audience and presses all the right buttons
- a simple way to turn your reader's brief engagements with your blog into a long term relationship
- to structure your blog so you can easily turn it into another book later
- to publish your new book directly back to the readers that made it all possible.

Emily Craven is a YA author, with her latest series, *The Grand Adventures of Madeline Cain*, written as though you're reading the main character's Facebook profile. She blogs prolifically about ebooks and digital strategies for writers on her website E-book Revolution, and about writing on her blog, The Original Fantasy. From these blogs she has produced and promoted two books. In 2014 she was awarded the Brisbane City Council Innovation Award to create the Story City app.

COST: \$95 members/\$160 non-members



Fiction Feedback

with Kevin O'Brien

Eight Sundays, April/May
2pm - 5pm

The course dates are: Sundays 12, 19, 26 April and 3, 10, 17, 24, 31 May.

Due to demand, we are offering you an intimate focus group setting where you will have the opportunity to have your fiction writing evaluated and critiqued by one of the most experienced editors around.

You'll get an exclusive opportunity to receive feedback and manuscript development from a highly experience editor that has worked with all the major publishing houses and with some of Australia's biggest author names. If you want your work to be of a publishable standard - then this is the course for you!

Participants will submit various chunks of their work for evaluation and feedback and each meeting will focus on a particular aspect of fiction writing, such as narrative voice, point of view, dialogue, structure and pace. Group members will learn to identify these elements in a piece of writing and be encouraged to address them in their weekly feedback. In learning how to appraise other people's work, each participant will be better positioned to appraise his or her own.

Participants will receive:

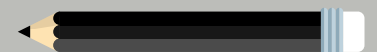
- a total of 20 critiques on the chapters or stories submitted
- development of your own skills of critical appraisal
- a motivational boost to finish your novel or improve problematic chapters
- professional feedback and advice on getting published from an experienced trade editor.

Kevin O'Brien is a freelance editor based in the Adelaide Hills with over 15 years of editorial experience. For the last ten of these years, he has been working intensively on trade fiction and non fiction, firstly for Mainstream Publishing, in Edinburgh, then for Random House in Sydney, where he was senior editor for five years, and now across all the big publishers, including Penguin, Pan Macmillan, Hachette and Random House, as a freelancer. He is also an industry trainer in using Microsoft Word for editing.

LIMITED TO EIGHT PARTICIPANTS ONLY.

COST: \$560 members/\$720 non-members

'Kevin was very nice and amicable.
Lots of great information given,'
December 2014.



Writing Worlds within Worlds

Saturday 18 April
10am - 4pm

with Finegan Kruckemeyer

A day long journey through an age long art form, with visiting playwright, Finegan Kruckemeyer, this workshop sees participants writing as one, as some and as many, as we delight in the joy of fashioning landscapes and inventing populations. Working from the macro to the micro, you will imagine worlds that hold countries, and countries that hold counties, and counties that hold mountains, and mountains that hold cities, and cities that hold citizens – a litany of citizens. And from here, you will make the final authorial leap, entering into the mind and heart of a protagonist, and telling us what you find.

Finegan Kruckemeyer has had 75 commissioned plays performed on five continents and translated into five languages. His work has enjoyed seasons in: over 70 international festivals; eight US national tours; six UK national tours; and at the Sydney Opera House (six works), New York's New Victory Theater (three works), Dublin's Abbey Theatre, Shanghai's Malan Flower Theatre, and at theatres throughout Germany (where he is represented by Rowohlt).

Finegan and his work have received at least one award each year for the past nine, including the inaugural Sidney Myer Creative Fellowship, and three Australian Writers Guild Awards for Best Australian Play for Children/Young Audiences. He was Keynote Speaker at the 2013 US One Theatre World conference, and has spoken at conferences in Argentina, Australia, Austria, Denmark, England, Scotland, Sweden and the US, with essays published and his work studied in several universities.

COST: \$95 members/\$160 non-members

An exercise in inventing
the skeleton of a play,
in a day.

Getting Started

with Sarah Tooth

Sunday 19 April
10am - 12pm

Keen to leap into your writing journey but not sure where to start? This handy workshop for new writers will give you loads of tips on how to start, how to set up your space, useful resources to help you research and develop your work and an overview of all the support available to early career writers. This is **THE** workshop for taking that first step towards the exciting and rewarding journey of being a writer.

Sarah Tooth is the Director of the SA Writers Centre and has worked in the arts for more than 20 years, as a writer, community arts worker, screen producer, arts manager, programmer and creative producer, working for organisations as diverse as Brown's Mart Community Arts, the ABC's international television service (Australia Network), and the Ubud Writers & Readers Festival. She sits on a number of arts industry and tertiary advisory committees, including the Advisory Committee of Adelaide Writers Week. She is the recipient of a 2014 Australia Council Artistic Leadership Grant to spend time with writers and the literary sector in Singapore and Malaysia.

COST: \$60 members/\$90 non-members

Great for beginners!

Creative Writing 101

with David Chapple

Sunday 26 April
10am - 1pm

Start your creative writing journey! If you have passion, ideas and motivation then this workshop will add technique and confidence to your armory as well as offering a range of approaches to generate great writing. Not only will you discover your writing voice and form but you'll also uncover your strengths and unearth new confidence to complete your creative projects.

If you want to write creatively for yourself, or others, then this workshop will show you the breadth of contemporary writing practice, the challenges of the industry and the rewards of a life with words.

David Chapple is the Writing Development Manager at the SA Writers Centre who spends his working life finding fantastic writers in surprising environments. He holds a Masters in Creative Writing, specialising in Writing and Health and has worked as the writer in residence in mental health projects, disability services and hospitals. He has also shared his unique approach to teaching creative writing with in schools and prisons and has delivered creative writing projects for *The Big Issue*, Flinders Medical Centre, Common Ground and Adelaide Cemeteries Authority.

COST: \$60 members/\$90 non-members

'He is an energetic presenter; generous and informative,' February 2015.



Feature Article Writing

with Max Anderson

Saturday 2 May
10am - 4pm

Want to write compelling articles for your favourite magazines and websites? Delve into this full day workshop where you will learn how to conduct pertinent research and uncover the background information to form an interesting feature article on people, places and unique stories. Uncover the essential elements and fundamental structure and nail the perfect angle to help you tell the story in an innovative way that readers will not be able to put down.

This workshop will be just like a year's apprenticeship – all in one day! You'll learn the pitfalls, practices and tricks of the trade. Are you game?

Max Anderson is an award winning travel writer who has worked out of London, Sydney and Adelaide. He works as a freelance travel writer for *The Sydney Morning Herald*, *The Age*, *National Geographic Traveller* (UK), *Gourmet Traveller* and *Luxury Travel* among others. He was Deputy Travel Editor of the *Sunday Times* newspaper (UK) for three years before taking a year's sabbatical to write *Digger*, his book on adventures in the WA Goldfields.

COST: \$95 member /\$160 non-members

'Max's openness about his own career was very generous and so informative,' January 2015

Perfect Grammar

with Kevin O'Brien

Sunday 3 May
10am - 1pm

Immaculate grammar means better writing, more readability and much better chances of being published. It looks more professional and adds potency to the message that you are conveying.

Whether it's for business communication, to polish off your creative writing or just to upskill and impress your boss, then this workshop is ideal.

You'll leave this workshop with a better understanding of spelling, grammar and punctuation for all stylistic registers, including parts of speech, language usage and changes plus more.

Kevin O'Brien is a freelance editor based in the Adelaide Hills, with clients including Pan Macmillan, Hachette, Random House, UQP, Black Inc., Allen & Unwin and Penguin. Authors he has worked with include Kate Forsyth, Gregory Day, Paul Ham, Peter FitzSimons and Mike Carlton. He runs workshops in editing and creative writing for authors, university students and publishing professionals.

COST: \$60 members/\$90 non-members

'Kevin's knowledge and approachability worked really well,' December 2014.



Contemporary Creative Nonfiction

Saturday 9 May
10am - 4pm

with David Carlin

This workshop explores the personal essay as creative nonfiction. Participants will develop and discuss their own nonfiction writing, experimenting with form and examining the creative tensions between art and reality. It will introduce participants to the idea of the essay, in its literary, playful guise, and to the urgency and beauty of writing nonfiction. There will be opportunity for participants to test out their ideas, respond to different styles, and share their writing.

Participants will learn contemporary international directions in creative nonfiction, exercises to develop and extend their writing, new approaches to nonfiction writing.

David Carlin is the author of the memoir/biography *The Abyssinian Contortionist* (UWAP, 2015) and the memoir *Our Father Who Wasn't There* (Scribe, 2010). His creative nonfiction, essays and articles have appeared in *Griffith Review*, *Overland*, *TEXT*, *Continuum* and elsewhere. He has previously written and directed for theatre, film and circus. David is co director of the nonfictionLab at RMIT University in and co chair of the international NonfictionNOW Conference.

COST: \$95 members/\$160 non-members

This tour has been assisted by the Australian Government through the Australia Council for the Arts, its arts funding and advisory body.

Photography for Writers

Sunday 10 May
10am - 1pm

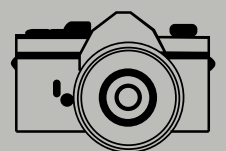
with Rosey Boehm

You may be a great writer or blogger but have you ever wanted to learn the art of taking the perfect picture to complement your words? In this expansive world of multimedia storytelling and multifaceted publications, upskilling with this comprehensive photography workshop will catapult your stories to a new dimension and help you create visually stunning content for your online space.

This workshop is ideal for feature and travel writers, bloggers, people who want to self publish their work and all round creatives. You'll also develop your knowledge on how to get the perfect headshot – an essential for every writer! Participants will learn practical tips, composition principles and how to focus your camera, to produce evocative and memorable travel photographs as well as the elements of a great photograph.

Rosey Boehm has been a professional photographer for over twenty five years and has worked with *Adelaide Advertiser*, the Commonwealth Games, the Sydney Olympic Games and the Rugby World Cup as well as national and international conferences, government organisations and local businesses. For the past fifteen years she has operated her own photography business, with projects ranging from pamphlets to magazines, calendars to websites, intimate gatherings to grand functions.

COST: \$60 members/\$90 non-members



Understanding Publishing

Wednesdays May/June
6pm - 9pm

with Tracy Marsh

Wednesdays: 13, 20, 27 May and 3 June

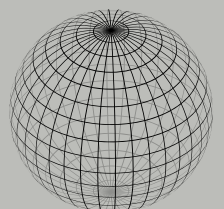
Where traditionally the realm of the publisher was limited to books, magazines and newspapers, the industry has now expanded to include micropublishing, websites, electronic books and magazines, videos and opportunities for alternative formats designed to aid or replace the reading process. Publishing has never been easier or more accessible to self publishers. It is truly an exciting time!

Author and publisher Tracy Marsh uses interactive activities, discussion points, practical examples and her own experiences to explain the key aspects of the publishing industry in this eight week course. From a history of publishing in Australia, to the key roles in a publishing team, what makes a successful publication, the production process, legal and financial considerations, sales, marketing and opportunities in the industry; the course covers everything you need to know about publishing and selling books, periodicals and digital publishing.

Tracy Marsh opened her own retail business at the age of eighteen, which spawned her first book, *Touch of Nostalgia*, which she wrote and self published in 1984. *Touch of Nostalgia* went on to become a bestseller with nearly 250,000 copies sold. Since then Tracy has produced and sold more than three million copies of books and magazines in over twenty countries and in ten different languages. Some of her most popular book titles have been *Decorative Painting of the World*, the *Happy House* series and her highly personal *The Mother's Companion*. Her numerous magazine titles include *Craft and Decorating*, *My Wedding*, *Formals*, *eQUIPD*, *i-Xplore* and *Me* magazine.

Tracy's diverse career has also seen her feature regularly as a television presenter on *Burke's Backyard* and *The Midday Show*. Her entrepreneurial skills have attracted significant recognition with her being awarded the New Achievers Award for Australia in 1989, and becoming a finalist in Business Woman of the Year and the Yellow Pages Small Business Award.

COST: \$240 members/\$360 non-members



'Start writing, no matter what. The water does not flow until the faucet is turned on,' Louis L'Amour

Do you have trouble finding the time to write? Are there too many distractions around you? Do you often think to yourself, if only I just had a day to write, I would get so much done? If so, then this experience is for you.

Join us for a life changing, twelve hour writing lock in! We will push you to new heights and you will unlock the writing beast from within you like never before, during this dusk 'til dawn writing marathon.

This is your 'no excuses, no limits, no distractions' opportunity to get your writing projects heated up to boiling point. No escape, no diversions, no wandering focus. Just twelve uninterrupted hours of unadulterated writing and inspiration.

COST: \$60 members/\$90 non-members

Ebook Publishing

with Sarah Gates

Saturday 23 May
10am - 1pm

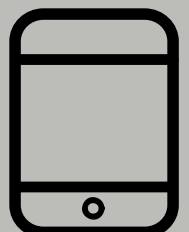
Do you have a novel that's ready to publish? Maybe it's drowning in publishers' slush piles or you want to drive your own publishing success story like E.L. James and *50 Shades of Grey*. Learn how to skip the commercial publishers and sell your self published ebook with all the major distributors, including Amazon, Apple iBookstore, Kobo and many more. Discover how to navigate the competitive industry of ebook sales and create a high quality product for readers around the world.

This workshop will cover:

- why make an ebook
- how to format an ebook
- what makes a good cover
- writing a catchy blurb
- getting it out there – from distribution to marketing.

Sarah Gates is an Adelaide writer of romance and young adult fiction. She is the 2015 winner of the \$12,500 Colin Thiele Scholarship for Creative Writing. Sarah has written for a range of publications and works in media and design at Flinders University Student Association and SA Writers Centre's Research Officer. Her self published novel is available across a number of platforms.

COST: \$60 members/\$90 non-members



IMPORTANT DIARY DATES

Digital Boot Camp

The Walkley Foundation

Friday and Saturday
29 and 30 May

In an Adelaide first, we're offering an exclusive opportunity to learn from some of the greatest digital innovators from around the country, in partnership with the Walkley Foundation.

The Boot Camp will provide an overview plus practical tutorials in the web tools, apps and techniques being used right now in digital newsrooms and by adventurous multimedia journalists. Choose to focus on social media or multimedia storytelling or go all in and do both. Put this in your diary now!

Full program and bookings from April on our website. Member rates for SA Writers Centre and MEAA members.

Friday 29 May, 10am - 4pm

Social media boot camp

Friday 29 May, 5.30 - 7.30pm

Future Friday panel and industry mixer

Saturday 30 May, 10am - 4pm

Multimedia storytelling boot camp



Crime Fair Weekend

Special guests

26 - 28 June

ANNOUNCING our Crime Fair Weekend to be held in June.

Following in the wake of our successful Romance Weekend, SA Writers Centre presents a weekend for crime writers, lovers and readers. Featuring local, interstate and international guests, we'll get down and dirty with fiction and non fiction writers, criminologists, psychologists, forensic experts and more. A hands on weekend of panel sessions, workshops, masterclasses, readings, author talks and more.

Full program and bookings from May on our website and newsletter.



Editing Masterclass

with Sally Breen

Saturday 13 June
10am - 4pm

Standing out from the pack in the Australian literary scene is not easy. Often publishers and editors do not have the time to invest in extensive editorial consultation so they expect work which is polished and professional. Raw talent is encouraging but often not enough.

This workshop, designed in boot camp style, will deliver highly practical solutions to common compositional errors and encourage you to see your work from an editorial as well as a creative perspective. Give your work a fighting chance with this challenging and interactive workshop, with visiting author and editor, Sally Breen.

Sally Breen is the author of *The Casuals* (2011) and *Atomic City* (2013) shortlisted for the Qld Literary Awards Book of the Year 2014. She is a senior lecturer in Writing and Publishing at Griffith University and is the fiction editor of Australia's most awarded journal the *Griffith REVIEW*.

COST: \$95 members/ \$160 non-members

This project has been assisted by the Australian Government through the Australia Council for the Arts, its arts funding and advisory body.

Playful Poetry

with David Chapple

Sunday 14 June
10am - 1pm

Poetry has an undeniable beauty and is one of the most enjoyable and expressive ways to use language. It is a disarming art form with an extensive history that has transcended eras yet still continues to linger in the hearts and minds of many readers.

Creating poetry is so much more fun than most people realise and there's an opportunity to learn an infinite amount about yourself and your writing when you indulge in some poetry play. The poetic process can be impulsive, meticulously constructed or somewhere in between, peppered with rhythmic delight and careful composition and offers an avenue to write of such beautiful and such tender things that you may not be able to access in other forms of writing.

Explore your inner classic or Avant Garde poet in this delightful and memorable workshop filled with fun, exploration and interaction.

David Chapple is the Writing Development Manager at the SA Writers Centre who spends his working life finding fantastic writers in surprising environments. He holds a Masters in Creative Writing, specialising in Writing and Health, and has worked as the writer in residence in mental health projects, disability services and hospitals.

COST: \$60 members/ \$90 non-members

'Poetry is the spontaneous overflow of powerful feelings: it takes its origin from emotion recollected in tranquility,' William Wordsworth.



What people are saying:

'This was my first workshop with
SAWC. I'll be coming again.'
September, 2014

'Thank you. I have finished my first draft!' March, 2015

'A great session. So many useful
and practical ideas that I can put
into practice straight away.'
January, 2015

'The workshop was really great fun and I enjoyed every
moment of it.' March 2015



Members Monthly

FREE
for members

Wattpad
with **Isabella Modra**
Thursday 23 April
12.30 pm – 1.30pm

Are you looking for new ways to get more readers? Then you need to know about Wattpad! Science fiction author, Isabella Modra, joined the successful free reading website only last year and has since counted more than five hundred thousand reads on two of her novels. Join us for tips on how to maximise Wattpad's potential to grow your online fan base, gain more exposure and its main features and benefits of Wattpad.

Getting Your Work Noticed
with **Sally Breen**
Friday 12 June
5.30pm - 6.30pm

Getting published in literary journals is great way of leap frogging the slush pile and getting publishers to read your work. However, submitting and pitching your work is an art form in itself and in today's highly competitive publishing environment, a polished, professional approach is vital. Join **Sally Breen**, author, creative writing lecturer and fiction editor of the Griffith Review, as she shares some tricks of the trade, and what can make or break a pitch.

Friday 12 June
6.30pm

Stay on for an industry networking mixer. Get to know your peers and industry folk.

This project has been assisted by the Australian Government through the Australia Council for the Arts, its arts funding and advisory body.

Quick & Dirty Readings

Keep your eyes peeled for the new season of our popular live reading events by South Australian writers. Each free Quick & Dirty event features a different theme and a new crop of established and emerging talent reading new works. FREE.

Writers Lounge

Wednesday 6 May
6pm - 7pm

Join our Writer in Residence, **Lou Heinrich**, for our popular "in conversation" series with your favourite authors. Please keep an eye on the website for more details.

