



SA Writers Centre Presents the inaugural

**CHILDREN'S AND YOUNG ADULT  
CREATORS FESTIVAL**

21-22 November 2015

FESTIVAL PROGRAM 2015

**PROGRAM – SATURDAY 21 NOVEMBER**

Time	Session	Topic	Presenters
8.30am	Registration opens Coffee and welcome		
9am	Welcome address		
9.05-9.55am	Panel one	State of the Industry: trends and opportunities	Dyan Blacklock, Sarah Hatton, Ruth Starke
10-10.50am	Panel two	Writing For Readers	Kristin Weidenbach, Phil Cummings, Ben Chandler
11-11.50am	Panel three	Changing Genres: where do you fit?	Will Kostakis, Rosanne Hawke, Vikki Wakefield
11.50am – 12.30pm	<i>Shared lunch provided</i>		
12.30-3.30pm	Workshop Stream one Seminar room	Mockup to Manuscript	Judy Horacek
		<b>OR</b>	
12.30-3.30pm	Workshop Stream two Board room	Write Your Best	Will Kostakis
3.30-4pm	<i>Shared afternoon tea provided</i>		
4-4.50pm	Panel four	Collaboration	Mem Fox and Judy Horacek
4.55pm	Day one: wrap up		
5-6.30pm	Industry Networking Drinks		

**PROGRAM – SUNDAY 22 NOVEMBER**

Time	Session	Topic	Presenters
8.30am	Registration opens		
9am-12pm	Workshop Seminar room	The Rhythm of Prose, the Rhythm of Verse	Mem Fox
12-12.40pm	<i>Lunch</i>		
12.40-1.30pm	Panel five	Picture Books	Sally Heinrich, Katrina Germein, Anna Solding
1.40-2.30pm	Panel six	Publicity and Promotion	Marianne Musgrove, Sarah Hatton, Will Kostakis, Sean Williams
2.40-3.30pm	Panel seven	Over to You	Sarah Tooth
3.30pm	Day two: wrap up		
4pm	END		

**PANEL SESSIONS – SATURDAY 21 NOVEMBER**

**9.05am**

**Panel one: STATE OF THE INDUSTRY: TRENDS AND OPPORTUNITIES**

**with Dyan Blacklock, Sarah Hatton, Ruth Starke**

Join our experienced panellists as they kick the weekend off with a discussion on the current trends and opportunities in the children's and YA industry.

**10am**

**Panel two: WRITING FOR READERS**

**with Kristin Weidenbach, Phil Cummings, Ben Chandler**

Creating stories and characters that will resonate with readers is a challenge for any writer, but even more so when you're writing for an audience much younger than yourself. How do successful writers create those connections with young readers? And how important is pleasing their adult buyers?

**11am**

**Panel three: CHANGING GENRES**

**with Will Kostakis, Rosanne Hawke, Vikki Wakefield**

The children's and YA markets are driven by very strong age groupings, genre and story conventions. But how are these conventions changing over time, and how do writers know where their story will fit?

**4pm**

**Panel four: COLLABORATION**

**with Mem Fox and Judy Horacek**

Collaboration can be hard; it takes a special kind of mutual respect, an enormous amount of flexibility and a lot of trust to make a great collaborative partnership. Join Mem Fox and Judy Horacek as they share a rare glimpse behind the scenes of their long-running creative partnership and how it has evolved from their first book *Where Is the Green Sheep?* to their latest adventure together, *This & That*.

**PANEL SESSIONS – SUNDAY 22 NOVEMBER**

**12.40pm**

**Panel five: PICTURE BOOKS**

**with Sally Heinrich, Katrina Germein, Anna Solding**

Picture books can be one of the most joyful yet challenging projects for an early career writer. What are publishers looking for, and what is the process to publishing one? Join a writer, an illustrator and a publisher for their take on what makes a picture book work.

**1.40pm**

**Panel six: PUBLICITY AND PROMOTION**

**with Marianne Musgrove, Sarah Hatton, Will Kostakis, Sean Williams**

Once you're published, the real fun starts. Join our wonderful panellists who will share their tips and tricks on how to promote your work and market yourself in the busy children's / YA market.

**2.40pm**

**Panel seven: OVER TO YOU**

**with Sarah Tooth**

We close the weekend with an open session to answer any questions you still have and give you some guidance on the next steps for your manuscript.

**WORKSHOPS – SATURDAY 21 NOVEMBER**

*Participants can choose one of the following two workshops to attend on the Saturday.  
Registered participants will be sent an online registration form to make their workshop selection.*

**12.30–3.30pm**

**FROM MANUSCRIPT TO MOCKUP (stream one)  
with Judy Horacek**

A picture book often begins as small black words on a piece of A4 paper. So how does it go from this to a 32-page riot of colour, life and movement? Creating a mockup or storyboard is more than just distributing the words – it's a process of getting the text to reveal its visual character and potential, its rhythms and its heart. The mockup is the scaffolding on which the final illustrations are built, so it is important that it's strong and structurally sound. What's in the Mockup Toolbox? This workshop will help you find out ...

Participants will:

- discover what goes into a mockup (and learn that in many ways it actually IS the final book)
- develop a greater understanding of the complexities of a visual text
- develop a greater understanding of the simplicities of a visual text
- examine the various tools at a creator's disposal – colour, rhythm, repetition, character, sub-plots etc
- gain practical skills for making and enhancing mockups.

**WRITE YOUR BEST (stream two)  
with Will Kostakis**

They say we all have a story in us, but sometimes, the story we get onto the page never quite matches what's in our heads. Young adult author Will Kostakis will help you bridge that gap, and bring out your best writing.

This workshop mixes craft advice with practical exercises, and spans the entire creative process, from creating believable characters and perfecting structure, to writing engaging scenes and then refining your work.

Participants will learn to:

- develop characters, especially young-adult protagonists
- tighten story structure
- build scenes that capture and retain readers' attentions
- edit their work (and kill their darlings)
- write a synopsis to pitch their work.

**WORKSHOPS – SUNDAY 22 NOVEMBER**

**9am – 12pm**

**THE RHYTHM OF PROSE, THE RHYTHM OF VERSE: EXPLORING THE MOST ESSENTIAL ELEMENT IN  
PICTURE BOOKS  
with Mem Fox**

In this highly interactive workshop Mem will focus mainly, but not exclusively, on the essential element of rhythmic language in children's picture books. Because prose is as rhythmic as poetry this workshop will be about stresses and beats, songs and Shakespeare, syllables & the Bible, all of which will be explored, recited or sung with gusto. It will be hilarious, but seriously useful at a fundamental level.

Each person will start a picture book text, which, if they're anything like Mem, may take an average of two years to perfect!

Participants of the workshop will:

- have a much greater understanding of the rhythm of prose
- know why perfect rhythm is essential to the success of a book, and how to achieve it
- understand the difference between an emotional impact and no emotional impact in a 32-page book
- have started their own picture book text
- and have listened to, questioned, and perhaps argued with an author who has a long history, strong opinions, and a few trade secrets besides.

## PRESENTERS

**Mem Fox** is one of Australia's most highly regarded picture book authors and a retired Associate Professor of Literacy Studies (Flinders University). Her first publication, *Possum Magic*, is the bestselling children's book in Australia and 2015 it celebrates its thirty-second year being available in hard-back. She has written over 40 books, many of which have been international bestsellers such as *Time for Bed*, *Where Is The Green Sheep?* and *Ten Little Fingers and Ten Little Toes*, a copy of which was Australia's official gift to Prince George. She has also written several non-fiction books for adults, including her renowned book for parents: *Reading Magic*. Her books have been translated into 21 languages and she has received many civic honours and awards, and three honorary doctorates. She lives in Adelaide, South Australia, and pretends to write full time.

**Judy Horacek** is an Australian cartoonist, artist, writer and children's book creator. Her cartoons can be found on fridge doors and toilet walls all over the world, and she is currently published regularly in *The Age* and online in *Sheilas* magazine. Seven collections of her cartoons have been published, the most recent of which is *If you can't stand the heat*. Judy has written and illustrated four children's books, including *The Story of Grawl* and *Yellow is My Colour Star*. She also creates books with Mem Fox, a collaboration that began with the bestselling *Where is the Green Sheep?*

**Will Kostakis** writes books for young adults, and the other adults who like to read about them. He was a teenager when his first novel, *Loathing Lola* was published, and his sophomore novel, *The First Third*, won the 2014 Gold Inky Award, and was shortlisted for both the Prime Minister's Literary and the Children's Book Council Book of the Year awards. His next novel, *The Sidekicks*, releases in April 2016.

**Dr Ruth Starke** has published over 25 books for young readers, including 5 graphic novels. Her latest book (with Robert Hannaford), *My Gallipoli*, won the 2015 NSW Premier's History Prize, Youth Literature. She has been awarded the Carclew Fellowship and the Nance Donkin Award, and next year will take up her second May Gibbs Trust residency. She is a past Chair of the SA Writers Centre and a current board member of Raising Literacy Australia. She reviews for *ABR* and Radio Adelaide, mentors writers through Adelaide TAFE and has Academic Status at Flinders University.

**Sean Williams** is the bestselling author of over forty novels and one hundred stories, including some set in the Star Wars and Doctor Who universes. His latest include *Twinmaker: Fall* and *Troubletwisters: Missing, Presumed Evil*, the latter co-written with Garth Nix. He lives just up the road from the best chocolate factory in Australia with his family and a pet plastic fish.

**Katrina Germein** is the author of best-selling Australian picture books *Big Rain Coming* and *My Dad Thinks He's Funny*. Her first three books received Notable Commendations from the Children's Book Council of Australia and subsequent titles have appeared on popular children's television shows such as Play School. Katrina has been shortlisted multiple times in the Speech Pathology Australia Book of the Year Awards and Highly Commended in The Prime Ministers' Literary Awards. Katrina's latest picture book, *Thunderstorm Dancing*, was published by Allen and Unwin in April. When she's not writing Katrina likes swimming in the sea, bushwalking with friends, and napping the sun.

**Phil Cummings** has written over sixty books for children since his first book *Goodness Gracious!* was published by Omnibus Books in 1989. Phil's books have been published in the U.S., Canada, Korea, Japan, China, the UK and throughout Europe. His latest titles include 'ANZAC Biscuits', illustrated by Owen Swan (Scholastic 2013). 'Ride, Ricardo Ride!' illustrated by Shane Devries, (Omnibus Scholastic 2015). 'Newspaper Hats' illustrated by Owen Swan (Scholastic 2015). 'Bridie's Boots' Illustrated by Sara Acton (*Working Title Press* 2014) and his most recent *Be Brave, Pink Piglet*, illustrated by Sarah Davis, was published by Hachette in October. Phil writes fulltime and has a number of works presently in production.

**Marianne Musgrove** is an award-winning South Australian children's author and poet, not to mention a descendant of King Henry VIII's librarian. You could say books are in her blood! She won the 2008 Australian Family Therapists' Award for Children's Literature for *The Worry Tree*, the 2011 Swiss Prix Chronos for *Don't Breathe a Word* (German edition), and was short-listed for the 2013 Prime Minister's Literary Awards for *The Beginner's Guide to Revenge*. In addition to being an author and worry coping workshop facilitator, Marianne has been a tomato picker, a museum guide for kids and a social worker.



**Sally Heinrich** is a writer, illustrator and printmaker, who has published and exhibited widely in Australia and Asia. Sally has illustrated more than thirty books as well as writing and illustrating her own picture books and novels and a series of non-fiction books about various Asian countries. Besides publishers, her commissioned artwork ranges from wine labels to a mural for the Singapore Zoo, painting a life-size baby elephant sculpture for Melbourne Zoo and community arts projects. Her work has been recognised through fellowships from the Asialink Foundation, The Ian Reed Foundation, The May Gibbs Children's Literature Trust, Varuna-the Writer's Centre and Arts SA.

**Rosanne Hawke** has written 24 books for children and young adults; many have been shortlisted, Notable or won awards. She teaches Creative Writing at Tabor Adelaide, and is the 2015 recipient of the Nance Donkin Award. Her books are often coloured by her experiences living in Pakistan and UAE as an aid worker. She breathes life into history and gives voice to young people whose stories are rarely told: about child trafficking, forced marriage, cultural diversity, war, family and faith. Her latest novel, *The Truth About Peacock Blue*, is about a Pakistani girl's fight for justice and her life.

**Ben Chandler** started writing at 16. Now, he holds a PhD in Creative Writing (his thesis was on heroes in fantasy) and gets to read comic books, watch cartoons, play video games, and call it work. He has published two YA fantasy novels, *Quillblade* and *Beast Child*, about an airship full of heroes protecting their world from Demons. In 2010 he was awarded the Colin Thiele Creative Writing Scholarship from Carclew Youth Arts and in 2011 was awarded a grant from Arts SA to work on a YA urban fantasy set in Adelaide.

**Vikki Wakefield's** first Young Adult novel, *All I Ever Wanted*, won the 2012 Adelaide Festival Literary Award for Young Adult Fiction, as did her second novel, *Friday Brown*, in 2014. *Friday Brown* was also an Honour Book, Children's Book Council of Australia, in 2013. Among other awards, it was shortlisted for the Prime Minister's Awards, in 2013. Her new novel, *Inbetween Days*, is available October 2015. Vikki lives in the Adelaide foothills with her family.

**Kristin Weidenbach** writes popular non-fiction focused on Australian history. Her picture books for children include *Meet Banjo Paterson* and *Tom the Outback Mailman*, which won the Eve Pownall award for Information Book of the Year from the Children's Book Council of Australia in 2013. Her adult titles include *Rock Star: the Story of Reg Sprigg*, and the Australian bestseller, *Mailman of the Birdsville Track: the Story of Tom Kruse*, now reprinted 27 times since publication in 2003. Kristin is a PhD immunologist who switched to a writing career. She occasionally writes for *Outback* magazine and has written the official histories of the *Cruising Yacht Club of SA*, and the energy company *Santos*.

**Dyan Blacklock** is a multi-award-winning author and publisher. She has been a member of the Australia Council Literature board, the Australian Publishers board, the ACLA board and served as convenor of the Children's Publishing Committee for six years. She received the Centenary medal for services to literature and has discovered many new writers who have gone on to world-wide fame including Markus Zusak, Michael Gerard Bauer and D.M.Cornish.

**Sarah Hatton** has worked in publishing for over 25 years and has been the Publicity Manager at Scholastic Australia for fifteen of those. During that time she has crafted a wide range of innovative, ambitious, and complex publicity campaigns which have led to many of the writers she works with becoming household names, such as Emily Rodda, Nick Bland, Craig Smith, Liz Pichon, Dav Pilkey, and Aaron Blabey. Sarah has also helped put Scholastic's multiplatform publishing program on the map with the hugely successful launch of *Conspiracy 365* in 2009 and *The Last Thirteen* in 2013. Sarah lives in Sydney with her husband and two kids and works part time as a pilates instructor.

**Anna Solding** has a Masters and PhD in Creative Writing. Her novel *The Hum of Concrete* was nominated for six awards and this year she has spent one month in Finland and one month in Perth as a Writer in Residence. Since 2012 Anna has run her own publishing company, MidnightSun Publishing, and she has published the very successful picture book *One Step at a Time* by Jane Jolly and Sally Heinrich, to which she has sold Spanish and Chinese language rights. Anna is always on the look-out for new, exciting projects for all ages and in 2016 she will publish her first crossover adult/YA title, Cameron Raynes' *First Person Shooter*.



# **CHILDREN'S AND YOUNG ADULT CREATORS FESTIVAL**

21-22 November 2015

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



Government of South Australia  
Arts SA



Australia  
Council  
for the Arts

A stylized red graphic of a person with arms raised, positioned to the right of the text 'Australia Council for the Arts'.