



SYDNEY  
WRITERS  
FESTIVAL



INFORMATION

BOX OFFICE

BAY 20,  
THE ABA  
STAGE  
BAY 17  
TRACK 12  
TRACK 8  
BOOKSHOP  
SYDNEY  
WRITERS  
FESTIVAL

A FESTIVAL  
FOR READERS,  
WRITERS AND  
THINKERS

SORRY WE  
MISSED YOU!  
TICKETS AVAILABLE  
AT SWF.ORG.AU

Strategic Plan  
2023-2028

# Our Vision

To connect writers with readers and create a community for everybody to experience the transformative power of storytelling, words and ideas





# Our Purpose

We amplify the most important voices of our times, transforming the solitary act of reading and writing into live experiences for our communities.

# Our Values

## 1. Writing and Storytelling

We champion the invaluable role that writers play in imagining, reflecting and examining the world around us. Freedom of expression is fundamental to what we do.

## 2. Inclusion

We provide a place where every story and every person belongs without fear of limitation.

## 3. Curiosity

We listen, ask questions and remain open-minded and respectful.

## 4. Sustainability

We have a viable and flourishing festival that continues to make a meaningful impact now and into the future.





# Our Focus

While respecting that the individual personality of each festival is the domain of the Artistic Director, our festivals, programs and events will:

- Present writers from emerging to established
- At least 25% of events at the Festival will be free to the public
- Engage technologies to further connect readers to writers and support our reach to broader demographics
- Create unique experiences
- Partner with other likeminded arts and cultural organisations to reflect a meaningful and diverse representation of perspectives and stories

# Our Strategic Focus Areas

## 1. Artistic Vibrancy and Quality

Artistic Collaborations  
Programming Curation

## 2. Community and Engagement

Audience Development  
Relationships  
Customer Experience  
Organisational Functions

## 3. Sustainable and Thriving

Financial  
Social Impacts  
People and Culture



# 1. Artistic Vibrancy and Quality

## Artistic Collaborations

- Actively position First Nations people as Australia's first storytellers
- Increased year-round programming calendar
- Strengthened collaborations with publishers, arts and cultural organisations

## Programming Curation

- Curatorial integrity, coherence, and style
- Broad focus ensuring equitable representation of the community
- Connecting Australian authors with the world

# 2. Connection and Engagement

## Audience Development

- Digital technologies play a significant role in how we tell stories and connect to our audiences
- Continue developing audiences in Western Sydney
- Secure and expand funding opportunities in Western Sydney through strategic initiatives and partnerships.
- Increased programming initiatives for youth and education programming in regional NSW

## Relationships

- Development of a Fundraising Committee to support the operational functions of the business.
- We will strengthen our organisations position as a key stakeholder in the literary and festival sectors
- Grow supportive relationships in Western Sydney

## Customer Experience

- Long-term venue "home" for Festival
- Long-term venue for an expanded calendar of year-round events
- Positioning Customer Service as essential to a positive live event experience and atmosphere
- An engaged group of skilled and enthusiastic volunteers

## Organisational functions

- Information Technology is continually evolving and adapting to meet the demands of the business

# 3. Sustainable and Thriving

## Financial

- Secure funding income that supports planning, growth and innovation
- Financial resilience

## Social Impacts

- A leader in environmental sustainability initiatives
- Modernise the Festival brand and visual identity

## People and Culture

- Effective management and governance
- A positive and proactive team culture demonstrated through recruiting and retaining excellent staff, supported by efficient systems
- Accessibility, Diversity and Inclusion are embedded as a priority in the organisation