# SYDNE Y SWRITERS FESTIVAL 2022 -23

YEAR IN REVIEW

# ABOUT US

SYDNEY WRITERS' **FESTIVAL BRINGS TOGETHER A BROAD AND ENGAGED COMMUNITY AROUND THE SHARING** OF BOOKS, WRITING AND IDEAS.

Each May, we host brilliant storytellers across all forms in a thoughtful, challenging and enjoyable week-long celebration of writing, books and ideas at our home at Carriageworks in Sydney's Inner West.

Since our first Festival in 1997, the world's best novelists, poets, journalists, public intellectuals, economists, politicians, podcasters and scientists have come together to discuss some of the most pressing issues of our times on our stages. By showcasing a wide range of Australian and International writers, the Festival helps nurture Australia's literary community and culture as a whole. We are proud to present a Festival that through careful curation acts as a barometer of the world around us, and offers an invitation to hear new ideas, stories and voices in our beautiful city.

Our programming speaks - urgently and clearly - to the world as it is today and showcases contemporary and diverse writers including Aboriginal and Torres Strait Islander voices, Australia's first storytellers.

We are a not-for-profit organisation and accessibility for audiences is a priority for our Festival. We run a free podcast program, which has had over 3.5 million downloads since it began in 2016. One-third of our events are free, and our Live & Local streaming program beams events from our Festival Hub at Carriageworks to regional libraries and community centres right across the country.





# A MESSAGE FROM **OUR CEO**

SYDNEY WRITERS' FESTIVAL (SWF) IS **AUSTRALIA'S LARGEST** LITERARY FESTIVAL. AT THE HEART OF WHAT **WE DO IS CONNECT WRITERS TO THEIR AUDIENCES, BUT WE ALSO CONNECT WRITERS** TO WRITERS AND READERS TO READERS.

Over 26 years, the Sydney Writers' Festival has a hard-won reputation as one of the top five literary festivals in the world with a stellar reputation in Australia and internationally. The 2023 Sydney Writers' Festival surpassed all expectations.

Following two challenging years that were greatly affected by the impact of COVID-19, it was truly joyous to witness audiences and authors enthusiastically return to the Festival. The 2023 Festival reported an attendance of 83,339 people, marking a significant increase of 29% compared to the attendance figures recorded in 2022.

The 2023 Festival showcased a diverse range of programming and an extraordinary line-up of acclaimed authors, both from within Australia and around the world. The Festival featured a grand total of 235 events, including 147 paid events (including Primary and Secondary Education and school events) and 88 free events that were spread across six precincts in the Greater Sydney area. A total of 29 events sold out, with all other events averaging an attendance of 86.91%.

Our programming team curated an exceptional line-up of literary luminaries, including celebrated authors, esteemed poets, and thought-provoking speakers from diverse backgrounds. Their insightful discussions and engaging panels captivated the audience, fostering a sense of intellectual curiosity and creative inspiration.

Moreover, the Festival's commitment to promoting inclusivity and diversity was clearly evident in our programming choices. We ensured representation from various perspectives, voices, and genres, creating an inclusive space where attendees could engage with a wide range of literary expressions and ideas. This commitment to diversity not only enriched the festival experience but also reinforced our standing as a leading cultural event that reflects the vibrant and multifaceted nature of our society.

The Sydney Writers' Festival 2023 Live & Local program continued to maintain its presence in communities in every Australian state and territory. A total of 58 regional partners with 96 streaming venues were part of the Live & Local program, building regional audience and programming opportunities across the country.

# A MESSAGE FROM THE **ARTISTIC DIRECTOR**

WITH 'STORIES FOR THE FUTURE' AS ITS THEME, THE 2023 FESTIVAL **BROUGHT TOGETHER** A GROUP OF WRITERS FROM AROUND THE **WORLD AND ALL OVER** AUSTRALIA, IN PERSON, FOR THE FIRST TIME **SINCE 2019.** 

Writers from across many different forms talked about how we understand the past, how we live in the present and how our words, our imaginations and our actions shape the future.

With audiences also out in force, the Festival created a community of those who want to share stories and ideas with us here in Sydney, and did so on a grand scale.

With 20 international guests and hundreds of Australian writers in the program at the Festival Hub at Carriageworks, in venues across Sydney and Live & Local via livestream across Australia, the Festival reached 83,339 attendances.

In a special pre-festival event, Tim Winton talked about his documentary series, a love letter to Ningaloo and about his lifelong defence of 'useless beauty' and how he now reconciles that with the urgent need for climate action.

Award-winning writers like Bernardine Evaristo, Richard Flanagan, Shehan Karunatilaka, Colson Whitehead, Geraldine Brooks, Eleanor Catton and Alexis Wright brought their magic to the Festival's stages.

Julia Gillard and Sam Neill were among those who held the Sydney Town Hall audiences enthralled.

First time authors including Bo Seo, Tracey Lien, Amy Thunig and André Dao dazzled audiences as they introduced their work.

New books from Jane Harper, Pip Williams, Stan Grant, Peter Frankopan and Richard Fidler were met with a very enthusiastic reception.

In Nguyễn Phan Quế Mai and Asma Khan, the Festival introduced women of extraordinary talent to Australian audiences.

Australian conversations looked back on the 2022 Federal Election and the wave of teal candidates elected, as well as looking forward to the referendum on the Voice to Parliament. Global issues such as the war in Ukraine, our relationship with China and advances in Al featured across the Festival

Special moments saw Alexis Wright talk about her new novel, Praiseworthy, and Helen Garner on stage with Hedley Thomas and Sarah Krasnostein talking about crime and justice.

Richard Flanagan's closing address was a tour de force, bringing an analysis that was both lyrical and incisive to the question of what the Voice could mean for Australian writing and Australian nationhood.



# **2023 SNAPSHOT**

83,339

**ATTENDANCES** 

52,186 TICKETS SOLD

96
VENUES ACROSS
AUSTRALIA
LIVE STREAMED
EVENTS



147
PAID EVENTS

88

FREE EVENTS

300 VOLUNTEERS





4 TICKETS
PURCHASED
PER PERSON

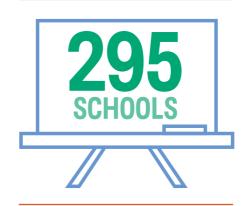
15,320

BOOKS SOLD



PARTICIPANTS FROM AUSTRALIA 6 DAYS OF EDUCATION EVENTS

9,567 SCHOOL STUDENTS



FULL DAY
OF EVENTS
FOR FAMILIES

FULL DAY OF YA EVENTS







I think the Festival is important as people can have civil conversations. Person to person.

### **THOMAS MAYO**

It's always great to be at a writers' festival. I'm always delighted that cook book writers are correctly seen as being food writers and they have lots to say.

**STEPHANIE ALEXANDER** 

There's such a vibrant community of readers here. Readers in Sydney are SO into it, I love being around them.

### TRACEY LIEN

It's great to be at an event with so many amazing speakers and such engaged audiences to come and talk about not just my work but to listen to other authors speak about theirs.

PETER FRANKOPAN

One of the great things about coming to a literary festival is that you get to hear such a range of writers and they are communicating in a way that you don't necessarily get through their books. It's different.

**BERNARDINE EVARISTO** 

Being part of the SWF is the greatest thrill, maybe the greatest of my life, because I've always attended the festivals and loved them, so to be part of it is rather overwhelming.

### **HEATHER MITCHELL**

I think just being able to mingle with the people behind the books is so inspiring, it's just so wonderful. Carriageworks is such an amazing space, it's full of life and character.

**ELEANOR CATTON** 

It's been a wonderful experience. I must say, the Festival itself was wonderfully organised. I couldn't speak highly enough of the Festival itself.

### **PAUL CALLAGHAN**

It's my first time as an author at SWF and I'm so excited to be here. It's been great to connect with other authors and with audiences as well. It's so empowering to be at SWF as a young woman of colour.

SHIRLEY LE

Cooking is about generosity, and being together, and stories. Stories come from the joy of the table and the preparation of it. Here at Sydney Writers' Festival, enjoying time with each other, has been great.

**MAGGIE BEER** 

Pictured: Backstage at the Storytelling Gala with Sisonke Msimang, Shehan Karunatilaka, Jason Reynolds, Nardi Simpson, Clementine Ford, Peter Frankopan, Anthony Joseph, Jenny Odell, Tabitha Carvan & Nguyễn Phan Quế Mai (top left), Annabel Amy Thunig, David Marr & Bo Seo.

# TOP 20 BESTSELLERS

- 1. SKANDAR & THE **UNICORN THIEF BY** A.F. STEADMAN
- 2. NO WORDS BY MARYAM MASTER
- 3. GUARDIANS: **WYLAH THE KOORIE WARRIOR** 1 BY JORDAN **GOULD & RICHARD PRITCHARD**
- 4. EXIT THROUGH THE GIFT SHOP BY **MARYAM MASTER**
- 5. THE QUEEN IS DEAD **BY STAN GRANT**
- 6. THE VOICE TO **PARLIAMENT HANDBOOK BY THOMAS MAYO & KERRY O'BRIEN**
- 7. A HUNGER OF **THORNS BY LILI WILKINSON**

- **MANIFESTO BY** BERNARDINE **EVARISTO**
- THE EARTH **TRANSFORMED: AN UNTOLD STORY BY** PETER FRANKOPAN
- 10. SKANDAR & THE **PHANTOM RIDER BY A.F. STEADMAN**
- 11. GOOD ARGUMENTS BY BO SEO
- 12. FURBALL 1 BY **ADRIAN BECK**
- 13. CUSTODIANS: WYLAH THE **KOORIE WARRIOR** BY JORDAN **GOULD & RICHARD PRITCHARD**
- 14. THE BOOKBINDER **OF JERICHO BY PIP WILLIAMS**

- 15. BIRNAM WOOD BY **ELEANOR CATTON**
- 16. WEDNESDAY **WEEKS & THE TOWER OF SHADOWS BY DENIS KNIGHT AND CRISTY BURNE**
- 17. HARLEM SHUFFLE **BY COLSON WHITEHEAD**
- 18. NOT NOW, NOT **EVER: TEN YEARS** ON FROM THE MISOGYNY SPEECH **BY JULIA GILLARD**
- 19. THE SEVEN MOONS OF MAALI ALMEIDA **BY SHEHAN KARUNATILAKA**
- **20.** THE BOOK **OF ROADS &** KINGDOMS BY RICHARD FIDLER



# **MARKETING**



124,600

3.5 MILLION

23 e-newsletters sent podcast downloads



51,000 email subscribers



40 radio ad plays

**MILLION** 

people reached on social media





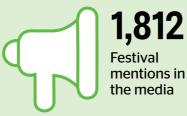
**65,000** program guides







# **PUBLICITY**



133 articles in the national and print media

1,102 radio mentions

241 TV mentions 00 366 online articles **89.7** MILLION



# FROM OUR **AUDIENCE MEMBERS**

"THE VOLUNTEERS **ARE A GREAT AND FRIENDLY RESOURCE MAKING** THE PLACE FEEL FRIENDLY AND **APPROACHABLE.**"

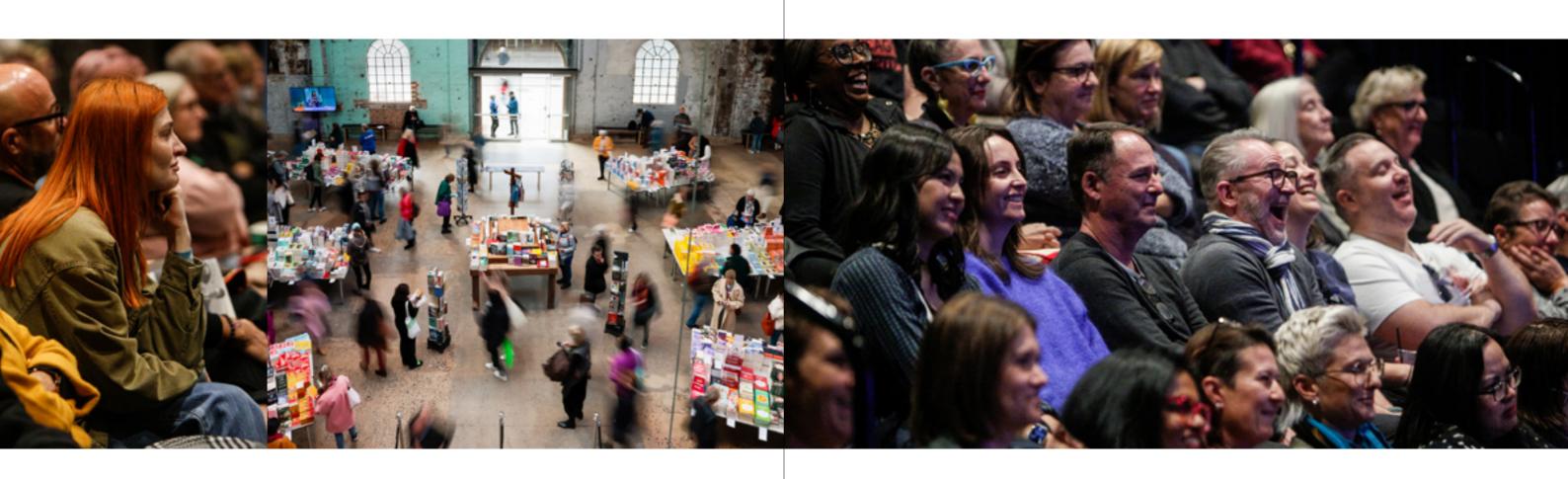
"I LOVE THE SYDNEY **WRITERS' FESTIVAL.** IT'S MY VERSION OF A NATIONAL HOLIDAY - I **PLAN MY LEAVE AROUND** THE FESTIVAL SO I KNOW I AM FREE TO ATTEND **EVENTS DAY OR NIGHT."** 

# "THANK YOU FOR ENRICHING THE CULTURE."

"THE ATMOSPHERE IS AMAZING AND AS **ALWAYS THE STAFF WERE SO LOVELY** AND HELPFUL. THE **FESTIVAL IS ALSO VERY ORGANISED AND EVERYTHING IS EASY** TO FIND AND ACCESS."

"IT'S MY FAVOURITE **FESTIVAL EACH YEAR."** 

"SOME OF THE **FREE TALKS HAVE BEEN** UNEXPECTEDLY **FANTASTIC.**"





THE 2023 FAMILY **PROGRAM WAS A CELEBRATION OF** STORYTELLING AND **CREATIVITY THAT CAPTIVATED AUDIENCES** OF ALL AGES.

Held at Carriageworks, Family Day attracted hundreds of kids as they flocked to hear from a diverse range of children's book authors and illustrators. Children and parents met literary heroes, gleefully lined up to get books signed, and contributed to an ever-evolving artwork on display.

Larrikin Adrian Beck hosted a stage of free sessions with highlights including Cristy Burne shooting marshmallows at the crowd using a modified vacuum cleaner, and esteemed illustrators Heath McKenzie, Serena Geddes and James Foley fighting valiantly in an epic illustrator battle (only to be slayed by Charmaine Ledden-Lewis). Families

learnt all about bugs (and got to eat a few) with Bryan Lessard, and Nazeem Hussain demonstrated why he doesn't illustrate his own books. The day also featured celebrated authors Amelia Mellor, Katrina Nannestad, Lev Grossman, Kate Foster, Andrew Daddo, Matt Ottley and more.

The Big Backyard was filled with families exploring a range of free activities for young book-lovers and creative kids. Children had magical moments as they settled in for story time at the Clubhouse Corner, listened to live podcast interviews taking place on Russ the Story Bus, and got busy taking part in a range of craft activities.

# YA PROGRAM

Our much-loved YA program returned to Carriageworks, offering a full and completely sold-out day of YA panels built around the latest in genre trends. From rom-coms, to thrillers, to magical worlds, All-Day YA featured a stellar line-up of bestselling and award-winning

Australian authors including Lynette Noni. Amie Kaufman. Lili Wilkinson. Ellie Marney, Tristan Bancks, Mette Jakobsen, Nina Kenwood, Leanne Yong, Alice Boyle, Will Kostakis, Gary Lonesborough, Shirley Le, and Tegan Bennett Daylight.





# **EDUCATION**

THE FESTIVAL'S THREE **UNIQUE EDUCATION** PROGRAMS, PRIMARY SCHOOL DAYS, **SECONDARY SCHOOL DAYS** AND STUDENT SESSIONS, **ENGAGED 9,567 YOUNG** PEOPLE FROM 295 SCHOOLS AT EDUCATION **EVENTS HELD ACROSS** SYDNEY - FROM SYDNEY **TOWN HALL TO RIVERSIDE** THEATRES, PARRAMATTA.

Over the Festival week, authors and illustrators fostered the next generation of creative thinkers, inspiring a love and appreciation of literature, encouraging discussion and debate, and motivating students to think critically about new concepts.

During the incredibly popular Primary School Days sessions, bestselling author A.F. Steadman unleashed a world of elemental magic and bloodthirsty unicorns; Jordan Gould and Richard Pritchard discussed drawing on First Nations' history to bring Wylah - an Indigenous hero - to life; Maryam Master had the audience spellbound as she recounted her personal story of fleeing from Iran to Australia at the age of 9; and Cristy Burne had the audience in stitches as she brought her science writing to life, launching water rockets and shooting marshmallows into the crowd with a modified vacuum cleaner.

Thanks to the generous support of the City of Sydney, 1795 primary school students were able to attend this essential literacy program at no cost to their families or schools.

In our Secondary School Days sessions, acclaimed authors Jason Reynolds, Lili Wilkinson, Jeremy Lachlan, and Jane Godwin shared the writer's journey with a focus on the important areas of inspiration, creativity, development, and authenticity.

Created in partnership with the NSW Education Standards Authority, Student Sessions connects students to some of Australia's brightest minds for a thought-provoking program of talks, specially curated to complement the school curriculum in ways that educate and enlighten.

In 2023, we brought together leading authors and thinkers from the Festival to speak with students in the upper years of high school. Bo Seo, Dr Paul Callaghan, Joanna Erskine, Laura Murphy, Dr Matt Agnew, Michael Parker and Fiona Morrison built on students' classroom learning across a range of fascinating topics linked directly to English, Geography, History, Science, Aboriginal Studies, Drama, and Society and Culture. Panels included an analysis of contemporary Shakespeare adaptations; a hopeful glimpse into our neighbouring solar systems for signs of life; and ways to employ the laws of school debating to our everyday arguments.

As part of our ongoing commitment to provide access to Student Sessions, we continued to live stream sessions to regional NSW.



THROUGH OUR LIVE & LOCAL PROGRAM, SYDNEY WRITERS' FESTIVAL 2023 WAS STREAMED TO **COMMUNITIES IN EVERY AUSTRALIAN STATE AND** TERRITORY FOR FREE.

In 2023, we were proud to have 58 regional Live & Local partners streaming Festival sessions at 96 venues across Australia. We streamed an extra day of programming in 2023, adding nine extra sessions to the program compared to 2022.

21 sessions were streamed from Carriageworks across four days of the Festival, featuring leading Festival guests Jane Harper, Geraldine Brooks, Bo Seo. Colson Whitehead, Eleanor Catton, Stephanie Alexander, Maggie Beer, Pip Williams, Tracey Lien, Helen Garner, Stan Grant, Teela Reid, Thomas Mayo and Richard Flanagan.

These session reached audiences in Adelaide, Albany, Albury, Armidale, Bathurst, Broken Hill, Burnside, Canberra, Central Coast, Central Highlands, Central West NSW, Cessnock, Chittering, Charles Sturt, Clare, Darwin, Gold Coast, Holdfast Bay, Karratha, Marion, Newcastle, Tea Tree Gully, West Torrens, Douglas, Darling Downs, Eurobodalla, Gawler, Geelong, Gladstone, Grant, Gloucester, Goldfields, Goulburn, Griffith, Harvey Bay, Kangaroo Island, Katoomba. Kiama, La Trobe, Mackay, Maitland, Maleny, Merrigong, Midcoast, Moreton Bay, Mount Gambier, Mudgee, Port Macquarie, Port Stephens, Shellharbour, Tamar Valley, Tamworth, Huonville, Walkerville, Wagga Wagga and Wollondilly.

Your Festival is the only one I know to offer such a quality product with such easy access. We will certainly endeavour to make this a regular event for the reading and writing community in this area.

**REDCLIFFE LIBRARY QLD** 

Thank you so much for the opportunity to share this event with our community. Everyone was so impressed with it and really enjoyed it. As a very small, regional library with an almost non-existent budget, I was so happy to be able to offer this event to my patrons. Thank you!

**BINDOON PUBLIC LIBRARY, SHIRE OF CHITTERING WA** 

# **ACCESS AND** DIGITAL OUTREACH

### INCLUSION

We are committed to ensuring Sydney Writers' Festival is accessible to and inclusive of all members of the community, and are constantly working to remove physical, financial and other barriers to attendance.

All Festival events are held in accessible venues. During the 2023 Festival. 30 events were Open Captioned, 17 events were Auslan interpreted and 6 events had Assisted Listening. More than 100 events are made available online free of charge after each Festival as part of our podcast program.

In 2023, we provided a livestream from one of our largest venues, offering audiences day passes to stream the Festival from home. We streamed 21 sessions across four days from Carriageworks, offering those who are unable to attend in person an option to participate. These audience members could submit auestions to the speakers via the online portal.

The Festival strives to present a range of perspectives and voices in our programming. In 2023, 94% of survey respondents agreed that "the program reflects a broad range of voices."

To ensure the Festival is available to people of all income brackets, we deliver an extensive program of free and lower-cost events. Our much-loved Curiosity Lecture Series offers four days of programming at Carriageworks. The Family Day program presents a full day of free programming on the Family Stage and in the Big Backyard for children of all ages. Our program for young adults, All-Day YA comprises of \$15 events. In 2023, the Festival presented 62 free events.

The Festival also works with a number of community organisations to offer free access tickets to a broad range of events.

Thanks to our Live & Local program, 21 sessions were streamed live to 96 arts centres and venues across regional Australia at no cost to the venue partner. 8,562 people watched events through the program.

Through our Education access program, 1795 students were able to attend Primary School Days for free. Education access tickets are available to schools with an ICSEA value of under 1000.

### **PODCASTS**

By mid-2023, the Sydney Writers' Festival podcast had been downloaded over 3.5 million times since the launch of the Festival's podcast channel in 2016. Nationally, our subscribers extend from Sydney and regional NSW to Tasmania and the Northern Territory. Our podcasts have been played in 163 countries and have notable followings in the United States and the United Kingdom.

Podcasts released between 1 May 2022 to 30 April 2023 (the period of the 2022 podcast program) gathered more than 580,000 downloads. The top five podcast episodes were:

- 1. Sarah Winman: Still Life
- 2. Opening Night Address
- 3. Yasmin Abdel-Magied: Talking about a Revolution
- 4. Hanya Yanagihara: To Paradise
- 5. Marcia Langton & Julianne Schultz

More than 80 podcasts will be released from the 2023 Festival

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AS A NOT-FOR-PROFIT ORGANISATION, SYDNEY WRITERS' **FESTIVAL DEPENDS ON SUPPORT FROM** DONORS, TRUSTS AND **FOUNDATIONS TO HELP US BRING AUSTRALIA'S** LARGEST LITERARY **FESTIVAL TO LIFE.** 

Our community of Patrons makes it possible for us to present the world's best literary conversations and talks in Sydney during our annual Festival. Their support is invaluable to our cherished Russ the Story Bus, enabling us to take authors and a mobile library bus full of the latest children's books to thousands of children in Western Sydney and regional NSW schools. Our Patrons also help us stream events to audiences in regional centres across Australia through our popular Live & Local program.

In recognition of their generous support, our Patrons enjoy unique and exclusive opportunities to engage with the Festival. These include an advance booking window; a special Festival concierge; invitations to private events from our annual Patron Launch to intimate private dinners featuring celebrated authors; and access to our fully catered Patron Lounge during the Festival.

In 2022, Patrons were treated to two private events in the offseason: a stimulating conversation between Annabel Crabb and David Marr at Monkey Baa Theatre: and a conversation between British-Pakistani author Kamila Shamsie and SWF Artistic Director Ann Mossop at the ACO.

In 2022, SWF launched The Salon. It is a giving circle, a reading syndicate and a great way to champion a strong female voice in literature. Salon Members are a collective of women who come together throughout the year and during the Festival to support a female-identifying author in the Festival program. Members of The Salon supported Diana Reid's presentation at the 2022 Festival and Sisonke Msimang's at the 2023 Festival.

Our programs would not be possible without private support. We encourage those who are passionate about ideas, storytelling and debate to join our inspiring group of supporters and keep us connecting audiences of all ages to literature, creativity, knowledge and ideas.

To find out more about Sydney Writers' Festival's Patron Program or The Salon, and the difference your support can make, please visit swf.org.au/support.

# **PATRONS**

### **VICE-REGAL PATRON**

Her Excellency the Honourable Margaret Beazley AC KC Governor of New South Wales

### **EPILOGUE CIRCLE**

Andy Palmer

### **AMBASSADOR**

libb Foundation Edward and Diane Federman Matthew and Fiona Playfair Kathy and Greg Shand Rosie Williams and John Grill AO on behalf of the Serpentine Foundation Anonymous

### CHAMPION

Sam Meers AO David Paradice AO Tag Family Foundation

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### GOLD

Deb and John Balderstone Rosemary Block Michele Brooks and Andrew Michael Cathy Cameron and Andrew Cameron AM Jamie Carroll and Brett Osmond Noirin and David Celermajer AO Sally Cousens and John Stuckey Catherine and Whitney Drayton Danny Goldberg OAM and Lisa Goldberg Megan Grace and Brighton Grace Alexa and David Haslingden Susan and Jeffrey Hauser Aletha and Michael Hoy B Ilkovski Sharon and Peter Ivany

Phillip Keir and Sarah Benjamin The Key Foundation Robin, Kate and Anna Low The Low Family Foundation Clare and Jon Scobie David Marr and Sebastian Tesoriero Robyn Martin-Weber Sheila McGregor Andrew and Andrea Roberts Nicky and Tony Ryba Paul Schoff and Stephanie Smee Briony Scott and Mark Scott AO Caroline and Emile Sherman Deena Shiff and James Gillespie Sharon and Allan Vidor Tony Wheeler Anonymous

Fleur Jouault and Richard Hunt

### **SILVER**

Diane Balnaves

Jillian Broadbent AC Jennifer Byrne Melanie Caffrey and Craig Blair Annabel Crabb and Jeremy Storer Ros Espie Jennifer Giles and Andrew Spark Emeritus Professor Leslev Hitchens Judith Manion and Peter Dickerson SvIvia and Lawrence Mvers Ashlev and Aveen Stephenson Rob Thomas AO Flizabeth Thompson Anonymous

### THE SALON Deb Balderstone

Joanna Bird

Jessica Block

Marilyn Boyer Catherine Brenner Jane Curry Helen Dalley Lyndell Droga Solene Gregory-Roberts Antonia Haralambis Ann Johnson Abigail Jones Jane Marquard Sheila McGregor Karen Michael Alisa Pincus Cecilia Rice Annabel Ritchie Cecilia Ritchie Donna Scali Catriona Webster

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Anonymous

Claire Wivell Plater and James Kirby

Sunny Yang and Connie Yang



SYDNEY WRITERS' **FESTIVAL IS PROUD TO BE ONE OF THE BEST** LITERARY EVENTS IN THE WORLD.

With the commitment of our Festival Partners, we are able to create a forward-thinking and exciting Festival that lifts the intellectual climate of our city, brings the joy of books to new audiences, and presents a public forum for groundbreaking ideas for generations to come.

Principal Partner ARA renewed their agreement with SWF for five years in 2022 in a transformational deal that supports the future of SWF. SWF also signed a three-year agreement with UNSW as Premier Partner and exclusive university partner of the Festival in 2022.

Festival partnerships come in all shapes and sizes but ultimately, we share a belief in the power of literature and ideas on an individual and societal level. Through careful consideration

and consultation. Sydney Writers' Festival creates bespoke partnerships to suit each organisation's objectives.

Partnership benefits in 2023 involved major event branding and programming alignments, dynamic onsite activations, client entertainment and VIP ticketing, private functions with headline Festival authors, as well as digital customer rewards and acquisition campaigns. These efforts directly engaged our intelligent and discerning audiences - 98% of whom are returning Festival-goers - with 85% sponsor awareness.

Sydney Writers' Festival would like to thank our Partners for their commitment to the Festival and we look forward to sharing the Festival's continued success with our Partners for years to come.

## WHO ARE WE?

### **BOARD**

**Kathy Shand** 

Chair

**Kate Dundas** 

Deputy Chair

**Annabel Crabb** 

Michael Dagostino

**Professor Michael McDaniel AO** 

Sheila McGregor

Dr Julianne Schultz

**Robert Watkins** 

**Su-Ming Wong** 

### FESTIVAL STAFF

### **EXECUTIVE OFFICE**

**Brooke Webb** 

CFO

Jo Jukes

Office Manager and **Executive Assistant** 

### **PROGRAMMING**

Ann Mossop

Artistic Director

**Nathan Luff** 

Manager of Children's & YA Programs

**Lauren Bennett** 

Festival Producer

### **DEVELOPMENT**

**Drew Bourgeois** 

Head of Development

Georgia Wilson Development Manager

### **MARKETING & PUBLICITY**

### Sarah Hunt

Head of Marketing and Digital

### Jennifer McGrath

Digital Marketing Manager

### **Benython Oldfield**

Media Manager

### **TICKETING**

### **lain Shand**

Ticketing & Customer Service Manager

### **PRODUCTION**

### **Tristan Taylor**

Head of Production

**Amy Conway** 

Events & Education Manager

### **Misty McPhail**

Volunteers & Internships Manager

### **Year in Review Photography**

Jacquie Manning, Jamie Williams

& Lucy Humphries

## **SUPPORTERS**





CITY OF SYDNEY **(** 



### PREMIER PARTNER









**NSW Education Standards Authority** 





### **CARRIAGEWORKS**

BUNNAMAGOO WINES







### **PARTNERS**



WOOLCOTT











**MEDIA PARTNERS** 

D=N·Y

THE OLD



### **CULTURAL PARTNERS**







**≫**VALIANT

FURNITURE HIRE WITH STYLE











GoodWeekend



**ATOMIC** 







