



Annual Report 2020

The Literature Centre

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 The Literature Centre

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 TheLiteratureCentre



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The Literature Centre acknowledges the traditional custodians and owners of the land on which the Centre is located, the Whadjuk people, our original storytellers. We pays respect to Elders past, present and emerging.

Our work takes place on Ancestral lands. The Literature Centre itself is based in Walyalup on Whadjuk Nyoongar Boodjar, where our home within the Old Fremantle Prison is a culturally significant site for many. Our work also takes us across the traditional lands of many other areas of what we now know as Western Australia.

As we learn and play, we respect the knowledge embedded within the First Nations Custodianship of this land, our First Nations writers, illustrators and storytellers, and the stories they share.



OUR PURPOSE

Our Vision

We imagine a future where all children and young adults in Western Australia (and beyond) have access to quality Australian literature created by a thriving, valued community of authors and illustrators.

We want to create a space where young writers have the access, skills and inspiration to write their own stories and where young readers are able to find their diverse experiences represented in the pages of their books.

We hope that we can work towards making children's and young adult literature recognised as a critical part of Australian culture.

Our Values

We encourage and **nurture** the creativity of young readers and writers, build capacity in authors and illustrators, and celebrate and advocate for Australian literature for children and young adults.

We make Australian literature **accessible** for children and young adults who may otherwise miss out.

We create meaningful experiences for readers and writers that have long-term **impact** and transformational effects.

We strive for **excellence** in all of our programs, work practices and partnerships.

CHAIR'S REPORT

It is a universal refrain from service organisations such as The Literature Centre that 2020 did not proceed according to plan. As an organisation relying on outreach to schools all over the state and incursions from students to reach our organisational goals, the challenges of COVID-19 were significant.

However, TLC responded with creativity and ingenuity to the drop in attendances, pivoting to provide something for schools in an online environment through online writing workshops, increasing outreach programs to schools and continuing to host our free community event 'Australian Storytellers Festival' in November.

We were supported from the Federal Government through JobKeeper and by

State Government through Lotterywest COVID-19 Resilience Funding and recognition of the unexpected changes in the environment, including through a six month rent waiver from the Old Fremantle Prison.

The Literature Centre also began focusing on governance. With a largely new Board, and with the assistance of the Department of Local Government, Sport and Cultural Industries through the provision of the excellent services of Kate Larsen Keys, the Centre developed its first comprehensive Strategic Plan and Key Performance Indicators. The Board developed a suite of governance documents and began reviewing the Centre's policies with a view to providing an updated environment to nurture and retain its small and dedicated staff. To this end, it also implemented an annual staff survey to ensure that the talents and abilities of all staff are being appropriately used, and that the culture of the Centre is warm, welcoming, supportive and productive. I would like to thank the staff for their



perseverance and ingenuity during this challenging year, the Board for stepping up to the governance challenges it faced, and for our funding partners for ensuring we emerge into the 'new normal' of COVID-19. We are delighted to be able to continue to expand the unique creative services we offer to teachers, creators, and most importantly our young people through the power of stories and literature.

Dr. Julia Lawrinson
Board Chair, The Literature Centre

A SNAPSHOT OF 2020



10,437

Total students participating in Literature, Author and Illustrator Workshops



1,437

Total students enrolled in Young Writers Programs



1,393

Total students enrolled in the full Online Program



54

Total new creative writing videos created for Online Program



413

Total WA teachers receiving Professional Learning



106

Total WA schools we worked with



47

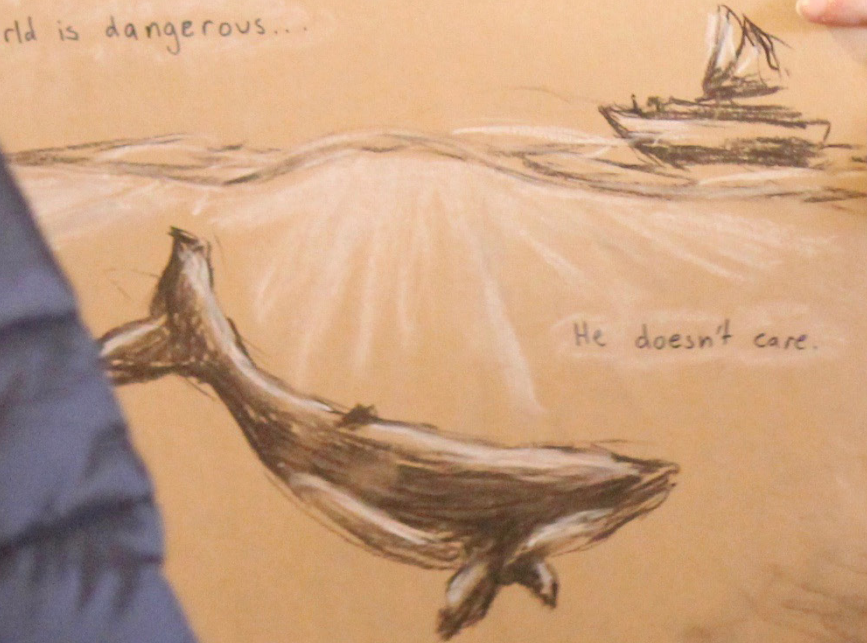
Total Australian authors/illustrators contracted and promoted



1,400

Total people attending Centre's free public events

World is dangerous...



He doesn't care.



SCHOOL PROGRAMS

Literature Workshops



In unprecedented times in schools and classrooms during the COVID-19 crisis, The Literature Centre offered exciting opportunities to present workshops within schools across the metropolitan and regional areas of Western Australia.

Students had the enjoyment of interacting with original artworks and process material of an Australian picture book. This enhanced and broadened their visual literacy skills as well as working on inferential comprehension. We provided three different options to schools with a reduced fee given the financial difficulty that was placed on families during the pandemic. Education Officers were able to work safely in a school adhering to the COVID-19 safety measures from the WA Department of Health.

In a world where students are constantly bombarded with visual images, our visual literacy workshops within schools empowered students in how they view picture books. They would leave enthusiastic and eager to begin their own story.

Education Officers were also able to reach schools who may not have had equal access by bus to come to the Centre and we could offer these precious, unique and authentic artworks to all children. Education Officers also offered teachers the same opportunity to participate in professional learning from The Literature Centre within their school.

The rise of visual literacy within a classroom is brought about thanks to graphic novels alongside the Western Australian curriculum asking high school students to make picture books as part of the curriculum. Teachers completed targeted development on the elements of visual literacy, what makes a picture book, dummy books, endpapers, various illustration methods and how some of the much-loved Australian classics have come to life. Teachers were also taught the process behind the narratives and what inspired these stories to come to life.

Natalya Hawrylak
Education Officer

SCHOOL PROGRAMS

Author/Illustrator Workshops

In 2020, we continued to support our creative industry by honouring contracts or re-booking authors and illustrators when sessions were cancelled due to COVID-19. Some were also invited to join our Young Writers Online program or we supported them to take on new online workshop experiences. Fortunately, by late 2020 school and library bookings were starting to bounce back for WA authors and illustrators.

Teachers had the option to book an Author/Illustrator Workshop as an excursion to our Centre or incursion presented in their schools or library. The majority of the bookings took place in the Perth metropolitan area, however, we had some authors or illustrators travelling to towns such as Bunbury, Cunderdin, Kellerberrin and Karratha to work with students and teachers. Twelve West Australian Authors and Illustrators worked for us one or more times during the year, hand-picked to deliver these highly tailored workshops.



Professional Learning

This year proved difficult for schools and teachers to plan Professional Learning opportunities.

The uncertainty and pressures placed upon them with Covid-19 lockdowns and restrictions made it difficult to look months or even weeks in advance. Fortunately, Term 1 allowed Education Officer Jenny Botje to present professional learning to the staff at Beacon Primary School.

We were also able to continue developing our relationship with the University of Notre Dame in Fremantle - building and offering career-long support to WA's english teachers and teacher-librarians. Education Officer, Sacha Burbidge presented to 45 second year pre-service teachers and in Term 3, Jenny presented to a further 34 Notre Dame students to encourage them to explore picture books as a useful tool for teaching and learning.



FEATURE

The beginning of 2020 saw the Talented Young Writers' Programme take on a fresh new look – rebranded as the Young Writers Collective.

The year started with plenty of anticipation, with an exciting program planned, engaging eight interstate and four local authors over four terms.

Term 1 saw Barry Jonsberg, Dianne Wolfer and Brian Falkner present workshops in Fremantle, Albany and Geraldton before Covid-19 lockdowns prevented the remaining Term 1 workshops from being completed. The level of uncertainty surrounding the pandemic saw many schools cancel all non-essential activities and were quickly forced to institute on-line learning programs.

As with many organisations, The Literature Centre had to re-evaluate how we could deliver our programs in this climate and find a way to support students, teachers and schools. With the aid of technology, we knew we could still bring our authors, their knowledge and skills into the 'new classroom' and Young Writers Online was developed.

Each of the authors scheduled to present in Term 2 were approached to record a series of 6 x 30 minute sessions. Local author Deb Fitzpatrick was the first to be filmed in 'the studios' of The Literature Centre, with video editing completed by Centre staff and the series of videos uploaded to our private Vimeo channel.

With WA being one of the lucky States that saw only short periods of lockdowns, many teachers were able to use the videos with students in whole class situations at school and could support them in blended learning through the writing activities. The flexibility of pre-recorded videos meant each school could work with the author in a way that best suited their students. The number of students and schools embracing the Online Program was encouraging. During Terms 2 and 3, over 2000 students accessed at least one of the video series, with some schools accessing multiple author series. Despite schools returning to 'normal', many students continued to access the library of videos.

Fortunately, Term 4 saw the return to the face-to-face program for our Year 6 students who were delighted to be able to interact with local author/illustrator James Foley. With interstate authors unable to enter the State, our video library proved invaluable for teachers wanting to continue accessing this unique program.

PUBLIC PROGRAM

Perth Festival Author Talks

The Perth Festival Literature and Ideas evenings with four different author talks represents an exciting publicity opportunity for the Centre and the chance to attract new audiences, new faces.

In 2020, we had the privilege of hosting Barry Jonsberg, Dervla McTiernan, Sisonke Msimang and Alan Carter 'in conversation' on stage in The Literature Centre's Main Gallery.

The Literature Centre's inclusion in the Perth Festival writers program was yet another success, with superb audience numbers. Leaning into literature suitable for older readers and all readers provides the Centre an opportunity to engage with the surrounding community.

The Sound of Picture Books

The Sound of Picture Books is a unique multi-modal performances of music, narration, and visual imagery for all ages. The Centre collaborates with the West Australian Symphony Orchestra's string quintet, illustrator/composer Matt Ottley, pianist Alf Demasi, and with a variety of authors each year.

To deliver the eighth program of The Sound of Picture Books, we joined forces with Perth Festival to draw a larger audience. The result of this saw our largest ever audience for the performance which featured Dumazi and the Big Yellow Lion by Valanga Khoza and Matt Ottley.

These two free public performances on Sunday 23 February were prominently featured in the Perth Festival brochure and promoted via the Chamber of Arts and Culture events calendar.

Book Launches

Monkey Mind by Rebecca J Palmer

How to Make a Bird by Meg McKinlay and Matt Ottley

As part of our commitment to nurture and support Australia's authors and illustrators, we provide our Centre free of charge for book launches. When we offer to host, we also assist with invitations, promotion, provision of equipment, organise sales of the books, and our staff volunteer their time to ensure a smooth running launch.

Although fewer public events could be hosted in 2020 due to COVID-19, the two book launches of *Monkey Mind* and *How to Make a Bird* were delightfully memorable and some of our largest ever, attracting over 100 guests each.

FEATURE

The Australian Storytellers Festival is an annual event that is held within the grounds of The Literature Centre.

The Festival is free for the general public to attend thanks to the generous support of Lotterywest, sponsors Liz and Peter Jones, and Fremantle Press. Held in November, the festival boasted twelve workshops from eight West Australian authors and illustrators.

The 2020 Festival was initially scheduled to take place in the month of April, but as with many things this year, was postponed due to Covid-19 restrictions. It was however a great joy to open the Centre back up to the public in November, and allow our neighbours and friends to join in this celebration of local authors and illustrators.

The lineup brought together a range of local WA Authors and Illustrators including Brenton E McKenna, Briony Stewart, Cristy Burne, Frané Lessac, Gavin Aung Than, James Foley, Jen Banyard and Mark Greenwood.



12 sessions were presented by eight authors, and over 900 free tickets were reserved online, with around 400 people coming and going from the Centre during the day of the event. 35 children who were winners of our giveaway competition also attended a free writing session with one of the presenting authors.

This event was a highlight for the Centre during a year where many programs were moved online and events cancelled across culture and the arts. Through this in-person and face-to-face festival we were able to demonstrate our commitment to community engagement and engage with a range of new faces with few costs for attending families. Overall, this particular festival was fabulously attended, with very positive feedback from attendees and participants.



CREATIVE COLLABORATIONS

Authors & Illustrators

Jen Banyard
 Kitty Black
 Cristy Burne
 Fiona Burrows
 Raewyn Caisley
 Isobelle Carmody
 Anthony Eaton
 Deb Fitzpatrick
 James Foley
 Scott Gardner
 Mark Greenwood
 Barry Jonsberg
 Norman Jorgensen
 Kathryn Lefroy
 Frané Lessac
 Julia Lawrinson
 Brenton McKenna
 Meg McKinlay
 Mark Smith
 Michael Speechley
 Briony Stewart
 Gavin Aung Than
 Dianne Wolfer

Curated Exhibitions

Bear and Chook by the Sea by Lisa Shanahan & Emma Quay
Clancy and Millie and the Very Fine House by Libby Gleeson
Ernie Dances to the Didgeridoo by Alison Lester
Home and Away by John Marsden & Matt Ottley
Jandamarra by Mark Greenwood & Terry Denton
Moonwalkers by Mark Greenwood & Terry Denton
Ned Kelly and the Green Sash by Mark Greenwood & Frané Lessac
Once Upon a Small Rhinoceros by Meg McKinlay & Leila Rudge
Suri's Wall by Lucy Estela & Matt Ottley
The All New Must Have Orange 430 by Michael Speechley
The Boy and the Toy by Sonja Harnett & Lucia Mascuillo
The Legends of Moondyne Joe by Mark Greenwood & Frané Lessac
The Rabbits by John Marsden & Shaun Tan
The Red Tree by Shaun Tan
The Viewer by Gary Crew & Shaun Tan
The Watertower by Gary Crew & Steven Woolman
Treasure Box by Margaret Wild & Freya Blackwood
Tree by Danny Parker & Matt Ottley
Queen Celine by Matt Shanks
Who's Afraid of the Quite Nice Wolf? by Kitty Black & Laura Wood

MARKETING AND COMMUNICATIONS

Reflecting on 2020, it started for us with so much promise and excitement; our fun and stimulating Perth Festival events in February enjoyed capacity crowds and lively promotion, creating a buzz for the start of Term 1. Four exhibitions in our galleries were set ready for Literature Workshops and the writing program for the year had just commenced when the COVID-19 health crisis descended upon us.

Within days, our busy digital marketing schedule and planning for the April Australian Storytellers Festival came to an abrupt halt.

Late March would see COVID restrictions and uncertainty cause the cancellation of remaining school workshop bookings for Term 1 and the postponement of our events (Australian Storytellers Festival, Open Galleries Evening) and seminars (Professional Learning - Peeking Into Picture Books). During this time Education Officers kept in contact with schools to promote reduced fee Literature Workshops in schools when they were ready, flyers were created, and e-newsletters and digital campaigns reminded teachers we were here to help.

Funding partners were also kept informed as to ways we could maintain and/or pivot our regular activities. In response to the COVID-19 restrictions, the Centre worked hard to take our

programs online, to be accessed by teachers and students from their own homes. In April, the team purchased equipment to work with our authors to develop, record and promote an entirely new online Program. The pre-recorded sessions with writing tips, readings and exercises could help us deliver an accessible program for schools or individual students. With this new initiative, there was a need to distinguish the two writing programs. In August, we rebranded, Young Writers Collective (formerly Talented Young Writers Programme) would continue to provide workshops, face-to-face, in the regions and at the Centre once restrictions eased and Young Writers Online would run alongside offering pre-recorded content from authors across the country.

During June and July, another highlight was bringing forward a Healthway and Foodbank partnership inspired 'Superhero Foods Kids

Cooking Challenge'. It was the perfect activity for children schooling and parents working from home. The new online program and healthy message activity were supported with digital marketing campaigns, bright website updates and emails to our database.

With a very bare looking events calendar for the year, the Centre's team focused on applying for two Lotterywest grants in May and August – both of which were successful. This injection of funding would assist us to purchase equipment for the growing online program and presence.

Whilst forming a new project during COVID - the creation of a new website with e-commerce capabilities for books and art sales. The new website would also become an exciting project for the Marketing and Communications team, particularly as two significant events were

MARKETING AND COMMUNICATIONS



postponed until 2021 – The Sound of Picture Books in September and the Celebrate Reading National Conference in October.

As the year played out, The Literature Centre saw a rise in bookings of Literature Workshops school incursions (very few excursions to the Centre) towards the end of Term 3 and into Term 4, the new online writing program kept our authors busily recording in Terms 2 and 3, and our Marketing and Communications team advanced the Centre's social media content, website presence and fresh new branding and logos for the Young Writers Collective (in-person) and Young Writers Online for the second half of 2020. While ongoing COVID-19 disruptions around Australia did impact our contracts with interstate authors and illustrators, we were pleased to offer more work to WA authors and illustrators.

For Term 4, our team was excited to resume a somewhat regular calendar of events. In late October, The Centre welcomed the first book launch for the year, *How To Make A Bird* by Meg McKinlay and Matt Ottley. Due to restrictions placed upon NSW residents, Matt Ottley was unable to attend the book launch, and so the team decided to Facebook Live Stream, a first for the Centre. In November proved to be a busy month, the Centre welcomed author Rebecca Palmer for the book launch of *Monkey Mind* and a hugely successful free community event Australian Storytellers Festival.

After the challenging year that was, in December, the team had to plan and promote for our temporary relocation out of the Centre. After receiving funding, The Fremantle Prison embarked on substantial restoration works of our home, the Old Fremantle Hospital building. We ended our year at No. 8 The Terrace in Fremantle, which we called home for approximately 4 months.

To all of our teachers and librarians, authors and illustrators, partners and donors, we thank you for your support, understanding, participation and ongoing belief in our Centre and our work in 2020, despite the unsettled nature of a pandemic year.

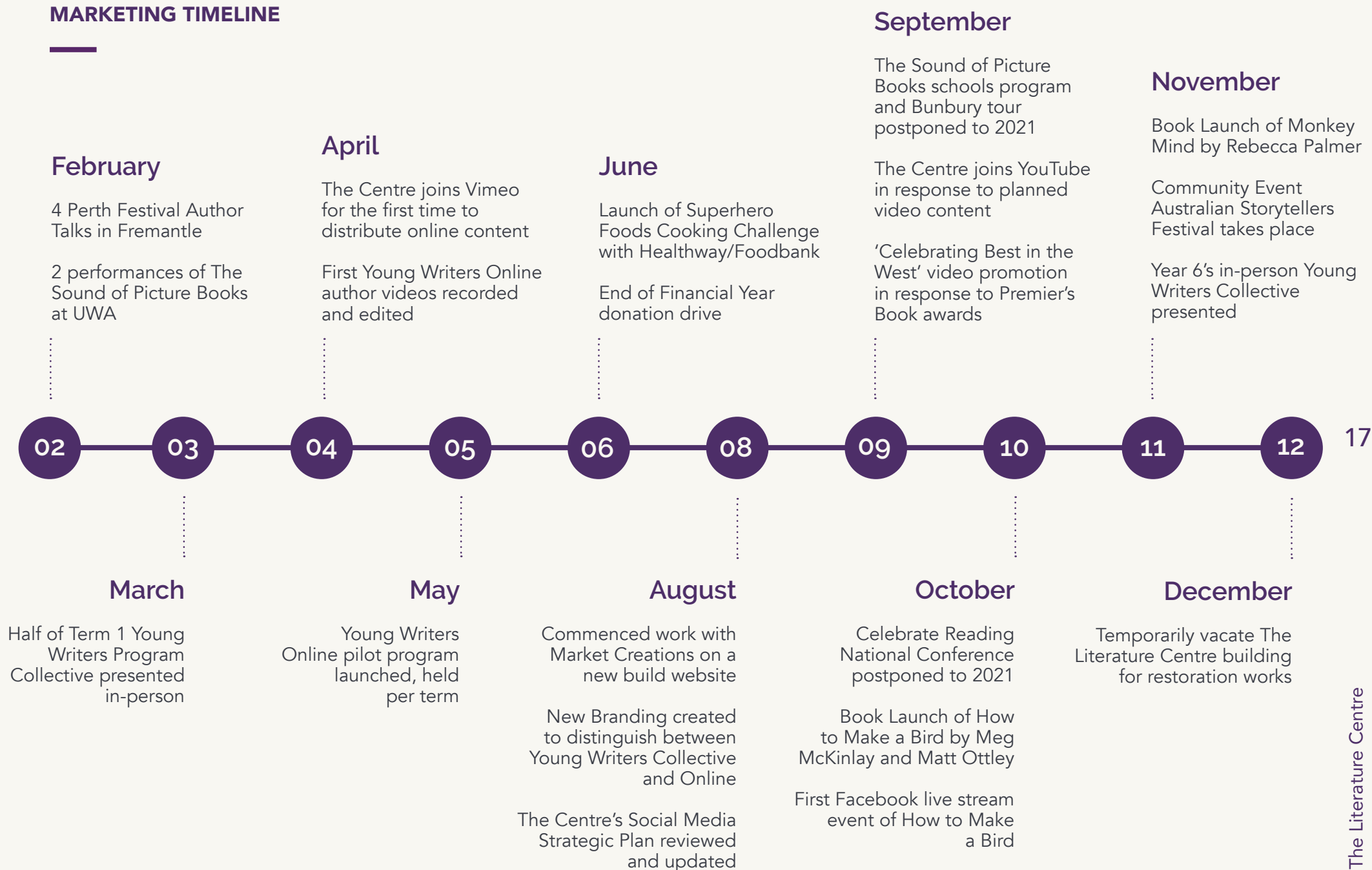
Nicole Clarke

Marketing & Sponsorship Manager

Sarah Newton

Communications Officer

MARKETING TIMELINE



SOCIAL MEDIA

The Literature Centre operates an active digital marketing program including Facebook, Instagram, LinkedIn and YouTube.

With the review and update to our Social Media Strategic Plan in August, the Centre's focus shifted. The team wanted to reach a wider audience, increase our following and expand our business network. In September, the Centre joined LinkedIn to build on it's professional reputation, promote industry news and to connect with new funding partners, teachers, educators and schools. In November, in line with the creation of new video content and the purpose to reach younger audiences, the Centre joined YouTube.



4641

Followers

5.83% increase



1468

Followers

21.62% increase



32

Followers

Joined in Sept

FUNDING PARTNERS AND DONORS



Department of
Education

The Literature Centre is financially supported by the Western Australian Government through **The Department of Education**.



Department of
Local Government, Sport
and Cultural Industries

The Literature Centre is financially supported by the Western Australian Government through **The Department of Local Government, Sport and Cultural Industries**.

PROGRAM PARTNERS

Crown Resorts Foundation and **Packer Family Foundation** supports Literature Workshops in selected Perth Metropolitan Primary Schools.



Healthway is the long-term naming rights partner of the 'Go for 2&5' Primary School Literature Program.



Lotterywest supports the Centre's signature community event, the Australian Storytellers Festival, and has provided substantial grants since 1992.



Copyright Agency's Cultural Fund supports the Centre's Young Writers Program.



The Hakea Fund, a named fund of the **Fremantle Foundation**, supports the Young Writers Programs.



Gabby Arts Legacy Trust, supports The Sound Of Picture Books artistic program.

FRIENDS OF THE LITERATURE CENTRE



The Literature Centre gratefully acknowledges the generosity of donors in 2020 through our Friends of The Literature Centre initiative. Our thanks to all donors and supporters who enable us to deliver a wide range of programs.

Acknowledging: Liz and Peter Jones, Shaun Tan, Hugh Botting, Daniel Turner, Di Edwards, Meg McKinlay, Cathy Levett, Rebecca Newman, Archie Fusillo, Erin Daly, Lisa Dopheide, Kathryn Netherwood, Helen O'Brien, Grahame Smith, Louise Koch, Thanh Nguyen, Rodney Love, Deb Fitzpatrick, Jen Banyard, Rebecca Palmer, Nicole Clarke, Beverly Korbosky and Tipsuda Seabrook.

OUR TEAM



Lesley Reece AM
Founder & Director



Kath Wisken
Office Manager



Nicole Clarke
Marketing &
Sponsorship Manager



Jenny Botje
Education Officer



Sascha Burbridge
Education Officer



Natalya Hawrylak
Education Officer



Deborah Lucas
Program Coordinator &
Administration Officer



Alyssa Shapland
Administration Officer



Jemma Cianfrini
Administration Officer



Sarah Newton
Curator &
Communications
Officer

OUR BOARD



Dr. Julia Lawrinson
Chair of the Board
2020 -



Katie McAllister
Secretary
2020 -



Jane Fraser
Treasurer
2020 -



Deb Fitzpatrick
Board Member
2020 -



Angela Knight
Board Member
2016 -



Lynne Kendrick
Chair of the Board
2012 - 2020



Joseph Daniels
Treasurer
2014 - 2020



Lesley Reece AM
Board Member
1992 - 2020



Yvonne Wilcox
Board Member
2002 - 2020



Patricia Johns
Board Member
2005 - 2020



Robyn Smith
Board Member
2008 - 2020



Dianne Edwards
Board Member
2016 - 2020

