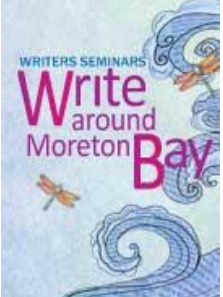


Name of Library	Moreton Bay Region Libraries	
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Title of project/innovation/initiative	Write Around Moreton Bay
Date initiated	October 2010
Date completed	ongoing

The issue/challenge

Moreton Bay Region Libraries had a [local author webpage/list](#) that was inherited from Caboolture Shire Libraries on amalgamation. The list was becoming old and needed updating, but showed us that we had a vibrant and extensive local writer network in the region.

With the support of a council wide cultural policy, a need to provide better opportunities for skill development for writers, exposure of local writers' efforts, and support of local content creation was identified.

Project details

In 2010 and 2011, Write Around Moreton Bay was run as a readers and writers festival only. The festival was run in different formats each year, but both formats proved to be labour intensive for staff, making the project less cost-effective than was desirable. While attendance at the festival was reasonable and the author talks and panels were thought provoking and interesting, the more practical sessions for writers proved most popular, so a decision was made to turn Write Around Moreton Bay into a series of writers seminars beginning in the 2012/13 financial year. The seminar format was chosen, rather than workshop format, as seminars could be more cost effective, in that presenters could accommodate a larger audience than they could in a hands-on writing workshop.

We then set out to create a series of workshops/seminars for writers that:

- fill the local community need for information about writing and publishing,
- are of practical use to local writers,
- bring industry professionals into Moreton Bay to share their knowledge with local writers
- are affordable within the library budget / are at an acceptable cost per attendee

The first Write Around Moreton Bay writers seminar programme ran from November 2012 to June 2013 with 7 seminars covering the following topics:

- digital publishing opportunities
- writing for children
- how to get published

- getting started as freelance writer
- self-editing
- marketing and selling a self-published book and
- writing short stories

The digital publishing, writing for children and short story seminars were the most popular, but all seminars attracted audiences of between 40 people and 80 writers or aspiring writers. Presenters were drawn from across the writing/publishing industry and included a professional editor and manuscript assessor, a very successful local author, a professional freelance writer and a commercially published children's author.

Due to the success of the initial programme and the excellent feedback from participants, the [Write Around Moreton Bay writers seminars](#) continued into the 2013/14 financial year, with the current programme running from July to December 2013. In this second programme we have gone with some more technology focused seminars including, blogging, ePublishing pros and cons and social media. Other seminars include:

- advice on writing press releases and dealing with the media
- planning and structuring a novel
- memoir writing

To date, the seminars dealing with more practical writing topics have been more popular.

The programme will continue through to mid-2014, with the programme for July to December under development at the moment.

The success of the Write Around Moreton Bay writers seminars presented us with the opportunity to revitalise the [local writers database/website](#) and brand it under the Write Around Moreton Bay banner. While there is still work to be done in this area, the list has been updated, rebranded and we're currently receiving a few new entries to be added to the list each month.

In 2012, to support [Queensland Writers Week](#), a local writer's expo, also under the Write Around Moreton Bay banner, was held at Bribie Island Library. **Read Local** was an opportunity for local writers to display and sell their books, to talk about their writing, to network with each other and to gain exposure to the local reading public. Read Local will run again in the summer of 2013/14.

Moreton Bay Region Libraries also run a healthy regional touring programme with local and interstate writers – called [Meet The Author](#). We are planning to rebrand the look of this programme to fit with Write Around Moreton Bay in the coming months.

The addition of the author touring programme will make Write Around Moreton Bay a broader offer that supports, not only the skill and professional development of local authors, but provides them with opportunities to further their careers and a local support network.