

WRITING_____

_____WA.



ANNUAL REPORT

Writing the next chapter for our sector in the state of WA.



April 2025 >>

CONTENTS

04

Acknowledgement of Country

05

About Writing WA

06

Message from the Chair

08

Message from the CEO

10

2024 in review

12

Community events

14

Perth Festival Writers Weekend

16

Love To Read Local Week

18

Opportunities and support for writers

28

How we promote and value the written arts

30

Treasurer's Report

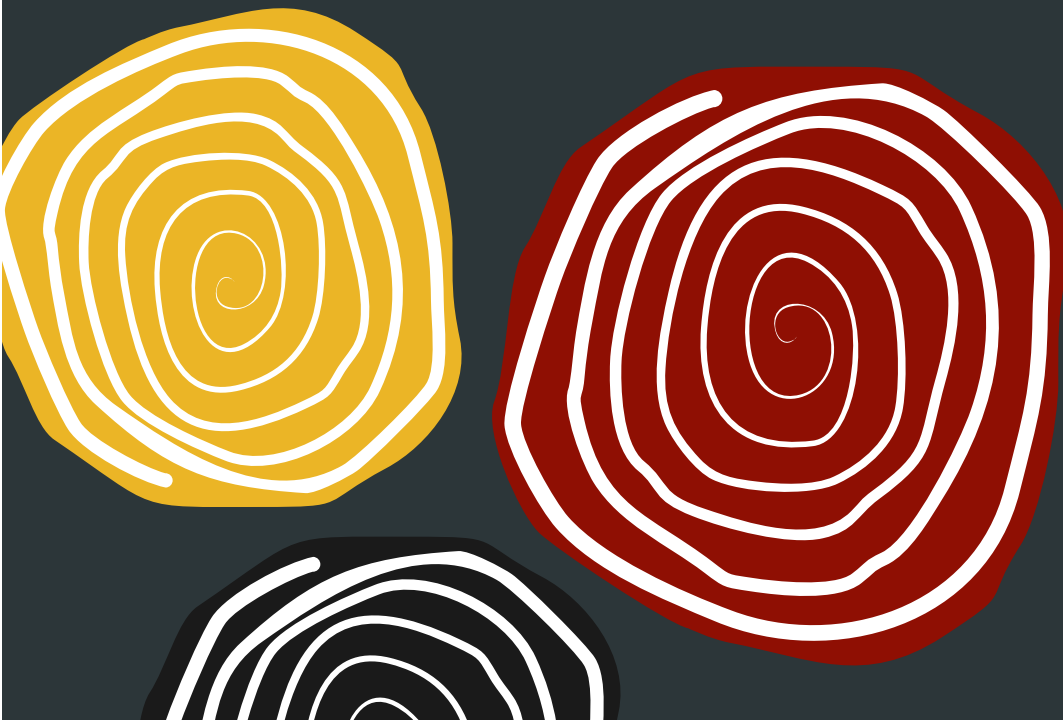
32

Our people and partners

ACKNOWLEDGEMENT OF COUNTRY

**Writing WA recognises the
First Nations people of Western
Australia as our first memory
holders and storytellers.**

Writing WA respectfully acknowledges
that it is located on the land of the
Whadjuk Noongar people. We pay our
respects to the traditional custodians
of this country.



ABOUT WRITING WA

Writing WA was established in 2005 as a not-for-profit charity and peak body in Western Australia for literature, with a core purpose to promote, serve and advocate for writers, illustrators, publishers, and other practitioners in the writing sector.

Working from within the heart of the Perth Cultural Centre in the State Library of Western Australia, the Writing WA team aims to nurture a state-wide environment where writing can grow, thrive, and is celebrated – not only for the development of writing practitioners themselves, but for the immense social value that great writing brings to communities and individuals.

MESSAGE FROM THE CHAIR

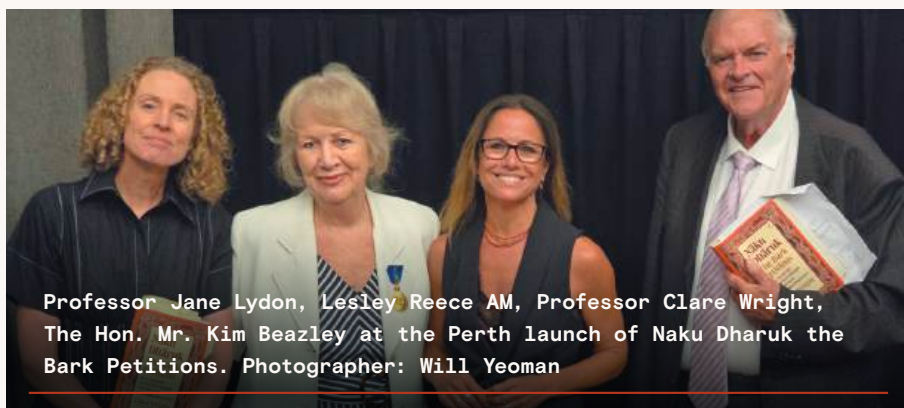
2024 saw further progress towards the comprehensive review, commenced early in 2023, of Writing WA's role as the Peak Body for Writing in WA. Key to this transformation was the appointment in April 2023 of CEO, Will Yeoman, and Partnerships and Development Officer, Laurie Steed. Together, with the strong support of a fully engaged Board, they have ensured Writing WA is now recognised as the Peak Body the sector needed and deserved.

The review of our Rules of Association, undertaken in 2023, resulted in two much needed changes. The first was our Objects of Association, to better reflect our role as Peak Body, and aligning with the Board's vision as delivered by CEO, Will Yeoman. The second was the establishment of individual associate memberships, and In 2024 the fees and privileges for this new category were determined and publicised. We have been delighted with the enthusiastic response and also to the drive to recruit more Literati memberships.

A further review of our Rules in 2024 resulted in unanimous agreement to guarantee two Aboriginal Board Members to ensure continuous wise counsel on cultural policies and programmes. To this effect we were proud to welcome Dr Marion Kickett to join current Board Member, Rachel Bin Salleh.

The Board's detailed review of our governance policies, commenced in 2023, continued in 2024 and will be finalised by mid 2025.

Our Rules permit the Board to use its discretion to co-opt expertise as deemed necessary to Writing WA's success. Ros O'Brien, Stephen Bevis, Per Henningsgaard and James Arvanitakis have provided their expertise in finance, marketing and promotion, governance, publishing, programming and public relations.



Professor Jane Lydon, Lesley Reece AM, Professor Clare Wright, The Hon. Mr. Kim Beazley at the Perth launch of Naku Dharuk the Bark Petitions. Photographer: Will Yeoman



Katrina Kell and Lesley Reece AM, Photographer: Will Yeoman

Apart from the multitude of exciting programmes being offered by Will Yeoman and his team, there were three notable developments in 2024.

In February we responded to Perth Festival's invitation to curate and produce their Writers' Weekend at the State Library. Congratulations to Will and his team for a very successful programme.

Throughout the year we have worked with DLGSC on a series of successful grant applications which have strengthened our capacity to service the writing sector.

Finally, after extended negotiations with the State Library, in February 2025, Writing WA will take up much larger premises on the first floor, enabling us to showcase what we do and creating an exciting writers hub for the sector.

My gratitude to Will Yeoman and his team, former Board members for their ongoing support, and current Board members Ros O'Brien [Treasurer], Shey Marque[Secretary], Stephen Bevis, Rachel Bin Salleh, Alison Davis, Per Henningsgaard, James Arvanitakis and Dr Marion Kickett, who have engaged so fully in this transitional phase of

Writing WA's transformation.

Fundamental to this has been the strong relationship between the staff and the Board ensuring operational and governance collaboration and understanding.

I would also like to thank our membership and the wider writing sector who have engaged so fully and constructively with us in all our forums, launches, podcasts, workshops etc.

2025 will see Writing WA further consolidate its position as the Peak Body as it continues to offer exciting initiatives to strengthen our State's unique and precious writing sector. I look forward to it with pride and joy.

Warmest wishes,

LESLEY REECE AM
Writing WA Chair



Lesley Reece

MESSAGE

FROM THE CEO

A photograph of a man with glasses and a dark jacket speaking into a microphone outdoors. He is standing in front of a stone wall and some trees. A blue plastic bin is visible in the foreground.

If 2023 was a year of new beginnings for Writing WA, 2024 was a year of consolidation, expansion and adaptation as further partnerships were forged, more and bigger programs rolled out, a broader community engagement developed, and the organisation's public profile increased.

That such rapid progress continued to be made in such a short period of time was again in no small measure down to a small but dedicated team – Laurie Steed, Shannon Britza, Jess Checkland and Melinda Tognini – a talented and supportive Board, and last but not least a host of willing partners and friends, many of whom will be acknowledged further on.

Indeed, the following pages will also quantify the essential aspects of 2024's journey: the number and frequency of events and other engagements, new memberships, online and print publications, funding, philanthropic endeavours, and more. (And I must acknowledge here the

extraordinary ongoing support of the Department of Local Government, Sport and Cultural Industries, and of the State Library of Western Australia.)

“Community” is a word much bandied about today, to the point where it often becomes devalued, if not meaningless – the epitome of corporate speak, far removed from its root meaning part of performing mutually beneficial services together. So I say with some trepidation that Writing WA's chief role is first and foremost to facilitate the building of a statewide writing and reading community – no mean task given the sheer distances and diversity involved.



Left: Will Yeoman at KSP.
Photographer: Shannon Britza

Right top: Will Yeoman &
The West Australian's Travel
Editor Stephen Scourfield on
the Nice Day Out With Writers
coach tour. Photographer:
Shannon Britza

Right bottom: An excerpt
from What Is An Aboriginal
Elder from the Raine Square
Short Story Station.
Photographer: Hot Pixel



What this means is working at grassroots level and working up through publishers, booksellers, arts organisations, educational providers and funding agencies. This approach is directly reflected in the range of activities Writing WA has undertaken over these last 12 months, all of which have been equally satisfying. For example, partnering with local and regional libraries and writing groups and centres on events and workshops has proven as rewarding, if not more so, than working with large arts organisations and universities on festivals and other collaborations.

The common thread is not just people, but people who are passionate about writing and reading, and not a day has gone by when I've had the most stimulating conversations with fellow literary travellers and walked away with my heart full, my mental library replenished, and my to-read list enriched beyond my means.

There have been many highlights in 2024, but two stand out: helping to successfully deliver the Perth Festival Writers Weekend under somewhat difficult circumstances; and welcoming Whadjuk and Ballardong Noongar Elder Dr Marion Kickett to the Writing WA board. The first, because it demonstrated to me just what a difference it makes to work with such wonderful,

resilient people who are committed to literature and to free speech; the latter because of the insights I've gleaned into relationship between yarning and the written word.

On that note, and in closing, I'd like to quote from a foreword I wrote for a forthcoming book edited by Marion, the first-person stories within which attempting to answer the question "what is an Aboriginal Elder?":

Reading these wonderful accounts, and having heard Dr Kickett tell her own story first-hand on many occasions, it is now clear, at least to my non-Aboriginal ears and mind, that yarning, whether in a group setting or one-on-one oral transmission, employs circularity and repetition as a truth-telling strategy to a far greater degree than, for example, European narrative prose.

Which brings us back full circle, so to speak, to the concept of community – but now furnished with the real key to its authenticity: community as a form of truth-telling, slant or otherwise.

WILL YEOMAN
Writing WA CEO



WYeoman

2024 IN REVIEW



65

Sector events



6,099

Event attendees



46

Collaborations & partnerships



203k

Website views



49

Newsletters issued



7,375

Newsletter subscribers



127

Literati registrations



48

Books reviewed



3,600

Literary Map of WA page views



77,386

Video views



76

Books promoted



330

Substack subscribers

“

“The [workshop] sessions were a hilarious science fiction adventure, teeming with humour and compassion. Hugely entertaining and highly recommended!”



5,750

Podcast downloads



15,738

Social media followers



82

Podcast episodes



206,200

Social media reach



156

Authors and facilitators engaged/supported



91

Published works

COMMUNITY EVENTS

Writing WA workshop. Photographer: Ryan Gibson

SNAPSHOT

Writing WA was actively involved in organizing a variety of community events in 2024, including book launches, roundtables, staff residencies and special events.

Writing WA CEO Will Yeoman conducted in-conversations with numerous authors including Hugh McKay, Julia Baird, Dr Marion Kickett, and Tim Winton. In addition, Professional Development Manager Laurie Steed was a staffer-in-residence at the Peter Cowan Writers Centre in June and July of 2024, Will Yeoman was a staffer-in-residence at the WA Fellowship of Writers in early 2024, and Operations Manager and former KSP CEO Shannon Britza maintained a mentoring and advisory relationship with the Katharine Susannah Prichard Writers Centre.

Writing WA also continued its series of online and face-to-face roundtables for writers, writers centres and industry professionals. With the launch of Creative Australia still to come, it was a particularly pivotal time for WA's literary sector to find space to collaborate, plan and build a compelling vision for our unique, multi-faceted literary state.

This year also saw book launches for Associate Member launches hosted in the State Library by Writing WA go from strength-to-strength, and it was our honour to welcome in new works by numerous authors traditionally and self-published, including Katy Kell, Emily Bridget Taylor, Moira Yeldon, Shirley Eldridge, and Writing WA's own *The Little Journal*, a wonderfully attended event and publication collaboration with Edith Cowan University and Night Parrot Press in August.

A Nice Day Out with Writers, hosted by The West Australian and Writing WA, was a unique and engaging event designed to immerse participants in the literary and cultural heritage of Western Australia. Held on Thursday, May 23, this one-day outing was curated by West Australian Travel Editor and award-winning novelist Stephen Scourfield and Writing WA CEO Will Yeoman. The event included a comfortable coach tour with

Writing WA dedicated the 2023-2024 financial year to expanding In addition, Writing WA ran the lunchtime writing group *The Urban Story Collective* and a number of online and in-person roundtables for writers and industry professionals.

In-Conversations

Writing WA Staffer-in-Residence

Sector Roundtables

Member Book Launches

A Day Out for Writers: Literary Bus Tour

stops at significant literary and historical sites, such as Guildford, the Swan Valley, and the Katharine Susannah Prichard Writers' Centre in Greenmount1. Participants enjoyed morning tea, a picnic lunch at Lake Leschenaultia, and afternoon tea, all while being treated to stories, book excerpts, and a performance of spoken word with music.

In addition to their own events, Writing WA also collaborated with other writers' centres in the state such as WA Poets, The Fellowship of Writers, The KSP Writers Centre, Out of the Asylum and the Peter Cowan Writers Centre to present joint events. These collaborations helped to strengthen the WA literary community and provide writers with a broader range of opportunities to engage with their peers and audiences.

Writing WA was proud to participate in and lend support to a number of key Western Australian community events in 2024, including the inaugural Festival of Fiction founded by Tess Woods.

York Regional Writers Weekend

Festival of Fiction

Australian Short Story Festival

Margaret River Readers & Writers Festival

PrideFEST

Maar Koodjal - 7 Weeks of First Nations

PERTH FESTIVAL WRITERS WEEKEND

In February 2024, Writing WA partnered with Perth Festival and the State Library of WA to present the Perth Festival Writers Weekend. The three-day event was a resounding success with 3,789 members of the public attending workshops, talks and panel conversations with 63 leading authors and thinkers including Jane Smiley, Shankari Chandran, Christos Tsiolkas, Holden Sheppard and Graham Akhurst.



510

#pfww2024
Instagram hashtags



882k

Media reach



81

Authors and
facilitators engaged



3,789

Event attendees

Highlights of the program included a songwriting masterclass with Deborah Conway and Willy Zygiar and a spotlight on Pulitzer Prize-winning author Jane Smiley. Notable authors such as Laura Jean McKay and Singaporean writer Mok Zining conducted workshops, and there was a discussion and screening of the Netflix documentary *The Last Daughter* with First Nations author and filmmaker Brenda Matthews.

WRITERS WEEKEND WRITING WA





In addition to the previously mentioned authors, the 2024 Perth Festival Writers Weekend featured several other notable writers and thinkers, with talented wordsmiths Amal Awad, Sarah Ayoub, Mabel Gibson, and Raihanaty A Jalil joining the already exciting and varied program in January 2024. Amal Awad, a Sydney-based writer, director, and performer, joined *Leading Ladies* with Natasha Lester, Rachael Johns, and Sasha Wasley and *State of the Arts* with Niki Savva and Karen Herbert. Sarah Ayoub, a freelance journalist and bestselling author, participated in the *When it All Falls Down* panel with Emma Young, Caitlin Maling, and Shankari Chandran, and *Fellow Writers* with Chris Womersley, Patrick Mullins, and Mabel Gibson.

Yamatji writer Mabel Gibson joined the *Fellow Writers* panel alongside Chris Womersley, Patrick Mullins, and Sarah Ayoub. Raihanaty A Jalil, a poet and fiction writer, participated in the City Poets session with Lisa Collyer, Scott-Patrick Mitchell, and Megan Ugle at the City of Perth Library.

The event was inclusive and engaging, with activities for all ages and cultures. The State Library Story Place was filled with fun activities and readings for children, while adults enjoyed the Literary Lounge Bar and Boffins pop-up bookstore. The event also emphasized accessibility, with all venues being wheelchair accessible and sessions offering Auslan interpretation and open captioning. In its first time coordinating the festival, the Writing WA curatorial team ensured a diverse program that provided something for everyone, making the 2024 Writers Weekend a memorable and enriching experience for all attendees.



“

“I want to thank you for having organised a terrific festival. I really enjoyed the sessions, the warmth of the audiences and the camaraderie amongst us all as readers and writers.”

Christos Tsiolkas

Left top: Panel discussion.

Left middle: Crowds at Perth Festival Writers Week.

Left bottom: Panel discussion.

Right top: Workshop participants.

Photographer: Ryan Gibson

Layne Perth.
Photographer:
Belle Verdiglione

LOVE TO READ LOCAL WEEK

Writing WA, with support from the Copyright Agency Cultural Fund, ran its fifth consecutive Love to Read Local Week between 2-9 June 2024 which coincided with Celebrate WA Day festivities. 24 author events featuring 32 Western Australian authors were held across the state, culminating with the WA Premier’s Book Awards ceremony at the State Library of WA.



THANK YOU TO OUR 2024 PRESENTERS

Suzanne Ingelbrecht	Lisa Collyer	James Foley
Meg Caddy	Tess Woods	Kelly Canby
Vivien Stuart	Briony Stewart	David Whish-Wilson
Barry Nicholls	Alison Davis	Scott-Patrick Mitchell
Katrina Kell	Nellie Crawford	Amanda Curtin
Demelza Carlton	Fionna Cosgrove	Brooke Dunnell
Elizabeth Lewis	Bianca Breen	Peter Cheong
Renee Trembl	Gillian O'Shaughnessy	Will Yeoman
Ann M Basili	Cristy Burne	Andrew R. Cameron
Tim Kinsella	Karen Blair	Wendy Arthur
Rebecca Higgie	Madeline Te Whu	

2,743 Instagram
#lovetoreadlocal
hashtags

157k Total media
reach

805 Event
attendees

32 Authors and
facilitators engaged

1,301 Short stories
distributed

40 New works
published

"Thank you very much for choosing our school to host a WA author during Love to Read Local Week. We were amazed by how captivated the children were while listening to Cristy Burne. The interaction was fantastic, keeping the students interested throughout. All the children thoroughly enjoyed the author visit and are now inspired to read and write their own stories."

Christine Perrett, Library Officer,
Poynter Primary School



AND OUR ORGANISATION HOST PARTNERS

Children's Book Council of Australia WA	Peter Cowan Writers Centre Inc
City of Perth Library	Poetry Pages with Elizabeth
City of Swan	Poynter Primary School
City of Wanneroo Library Service	The First Tuesday Book Club
Dragonfly Publishing	The Lane Book Shop
Kalamunda Library Service	WA Poets Inc
KSP Writers' Centre	Writing Circle
Kwinana Public Library	Writers of the Coral Coast
Paper Bird	YA for WA

“

“Dave was generous with his knowledge and respectful to all participants, setting the tone just right. Thank you, Writing WA and Copyright Agency for making this possible.”

Narelle, Writing Circle Book Club

OPPORTUNITIES AND SUPPORT FOR WRITERS

EMERGING
WRITERS PROGRAM

The 2024-2025 Writing WA Emerging Writers Program is an exciting initiative that began in July 2024 and will conclude in July 2025.

The program is divided into two streams, prose and poetry, allowing participants to focus on their specific areas of interest. This year's program was highly competitive, with an unprecedented number of 86 applications received and only 20 placements available.

The Emerging Writers Program has selected a variety of talented writers

from Boorloo (Perth) in Western Australia. Among the chosen participants are Soraya Acosta, who focuses on fantasy; Vanessa Karas, who specializes in poetry; and Emily McGuinness, who writes YA/Urban Fantasy. Other notable selectees include Beau Biddle (poetry), Lucy Czerwicz (poetry), Alison Davis (short stories), Michaela Dawn (YA novel), Christine Della Vedova (poetry), Anna-Nicole Del Re (memoir), Jake Dennis (poetry), Kathleen Dzubiel (poetry), Raphael Farmer (contemporary fiction), David Harris (realist), Jenny Hetherington (poetry), Elizabeth Lewis (poetry), Kirstie Nicholson (historical





fantasy), Angie Mcleod (magic realism), Nicole Roslon (fiction), Brody Stevens (young adult), and Elle Vidovich (quirky crime).

The Emerging Writers Program offers a range of activities designed to enhance their writing skills and foster their growth as writers. These activities include workshops covering various aspects of writing, intensive sessions that delve deeper into specific topics on the writer's craft, and personalized one-on-one meetings with their stream coordinators.

The selected writers will also be supported by a mentor, and their member centre to develop a debut manuscript. Regarding the latter, Writing WA is partnering with several organizations, including the KSP Writers' Centre, WA Poets Inc, Peter Cowan Writers' Centre, Out of the Asylum Writers, and the Fellowship of Australian Writers WA, to provide comprehensive support to the participants. By the end of the program, the 2024 Emerging Writers Program participants will have gained significant insights and skills to advance their writing careers.

PROFESSIONAL
DEVELOPMENT

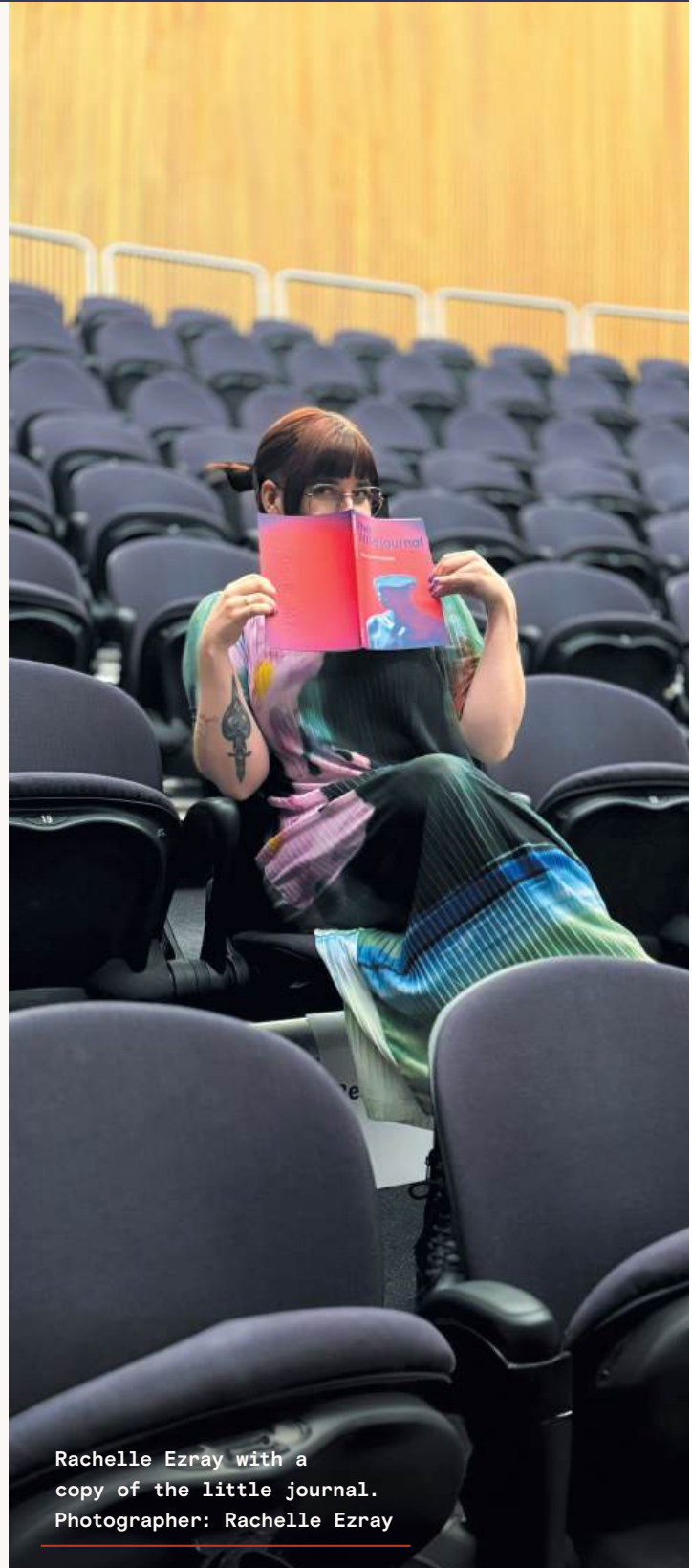
The 2024 Professional Development Program for Writing WA raised the bar in terms of craft and community-based workshops for writers of all levels.

The 2024 Professional Development Program for Writing WA raised the bar in terms of craft and community-based workshops for writers of all levels. The program, curated by Professional Development Manager Laurie Steed, aimed to bring up the standard of pre-publication writing across the state and to empower early career writers to produce more polished, industry-ready submissions and to learn more about the craft in a safe-supportive environment.

Standout workshops from the program included All The Feels: Writing vulnerable, believable characters with Manveen Kohli, The Novel Writing Project Seminar with Graeme Simsion and David Whish-Wilson's Braided Narratives Fiction Masterclass.

Top two most attended workshops

- 1** Fiction Masterclass:
The Big Reveal with
Natasha Lester
- 2** Short and Sweet:
Finding Your Voice in
Flash Fiction with
Gillian O'Shaughnessy



Rachelle Ezray with a copy of the little journal.
Photographer: Rachelle Ezray

LITERARY
AWARDS

Western Australian Premier's
Book Awards

In 2024 Writing WA once again sponsored the Book of the Year Prize as part of the Western Australian Premier's Book Awards. This category, now in its second year, celebrates books both traditionally published or self-published and is open to WA resident writers of any style or genre, including fiction, non-fiction, poetry, history, or young adult. As such, it broadens the scope of the Awards allowing more Western Australian writers to be honoured and celebrated. Writing WA has committed to funding the award from 2023-25.

The 2024 Premier's Prize for Book of the Year was presented to Stephen Daisley for *A Better Place* (2023, Text Publishing), an extraordinarily powerful novel that follows twin brothers from rural New Zealand separated on the battlefields of World War II.

2024 Book of Year Award nominees

A Better Place by Stephen Daisley (WINNER)

Cellnight: A verse novel by John Kinsella

The Memory of Trees by Viki Cramer

Operation Hurricane by Paul Grace

What's for Dinner? by Jill Griffiths



Lesley Reece at the WA Premier's Book Awards. Photo supplied.



Andrew R. Cameron, Nellie Crawford and Alison Davis.
Photographer: Jess Checkland

FLASHBACKS COMPETITION

Writing WA showcased the art of short form storytelling through its fifth annual free flash fiction competition. 'Flashbacks' was administered as part of Love to Read Local Week in partnership with Raine Square.

In 2024, we invited West Australian writers to create original, flash fiction and non-fiction pieces of 100-words or fewer, inspired by a memorable object. The theme was a popular choice with Writing WA receiving a record number of 172 entries representing a 34% increase from 2023.

2024 Flashbacks Competition Winner	First Place: Andrew R. Cameron
'An Ode to My 2002 VX Commodore' <i>We barrel across the Narrows in the stagnant heat of a summer's midnight, low and intimate with the bitumen. Windows down, radio blaring. Tepid streetlights strobe in the spaceship curves of your bonnet. The freeway is ours, you promise, and the tiny city with its sprawling suburbia stretches vast and beckoning through your windscreen.</i> <i>And now, old warhorse, with your wheezing, stuttering engine, time has rusted you, rendered you impotent and</i>	<i>slow. Trapped us together in morning gridlock, where we crawl and rattle towards mundane pastures. But I don't mind, because you kept your promise when we were young.</i> The Best Australian Yarn In 2024, Writing WA continued its support of The Best Australian Yarn short story competition presented by The West Australian and Navitas. This initiative with a total prize pool of \$75,000 is the world's richest short story competition for published and unpublished writers.

NEW: WRITING WA PUBLISHING

Writing WA and Night Parrot Press with support from Raine Square and Edith Cowan University came together to launch an exciting new short-form literary journal featuring creative works of poetry, creative nonfiction, fiction and other forms by Western Australian writers.



The inaugural volume of the *little journal* - small in size, large in impact - was published in August 2024 and featured 30 new works of speculative fiction. Speculative fiction, our first genre off the ranks in what will be a changing theme for each future issue of the journal - is a hugely popular 'super genre' that encompasses horror, science fiction and fantasy, or any combination of these. The stories featured in this issue imagine the possible and the impossible; they explore technology, monsters, dystopian societies, post-apocalyptic landscapes, alternate histories, secondary worlds, and gothic vistas. Above all, the stories encapsulate the hope, wonder and dark side of humanity.

Writing WA received a total of 160 submissions from local authors for this inaugural issue - testament to the continued need for publication opportunities like this in Western Australia.

OUR TALENTED TOP THIRTY FEATURED WA AUTHORS IN THIS ISSUE ARE:

Katherine Allum

Isabelle Biondi Saville

Jude Bridge

Louise Burlinson

Asha Burnett

Michael Burrows

Andrew Cameron

Sue Clapton

Alison Davis

Rose Dickson

Rachelle Erzay

Cee Ford

Philippa Freegard

Kathryn Glendhill-Tucker

Courtney Guagliardo

Tiffany Hastie

Jodie Howe

Karen Lowry

Ana Lynch

Alice Macri

Donna Mazza

Amber Moffat

Natasha Monteleone

Joanna Morrison

Kirstie Nicholson

Mara Alice Papavassiliou

Vasco Pimentel

Emily Smith

Sophie St John

Hannah van Didden



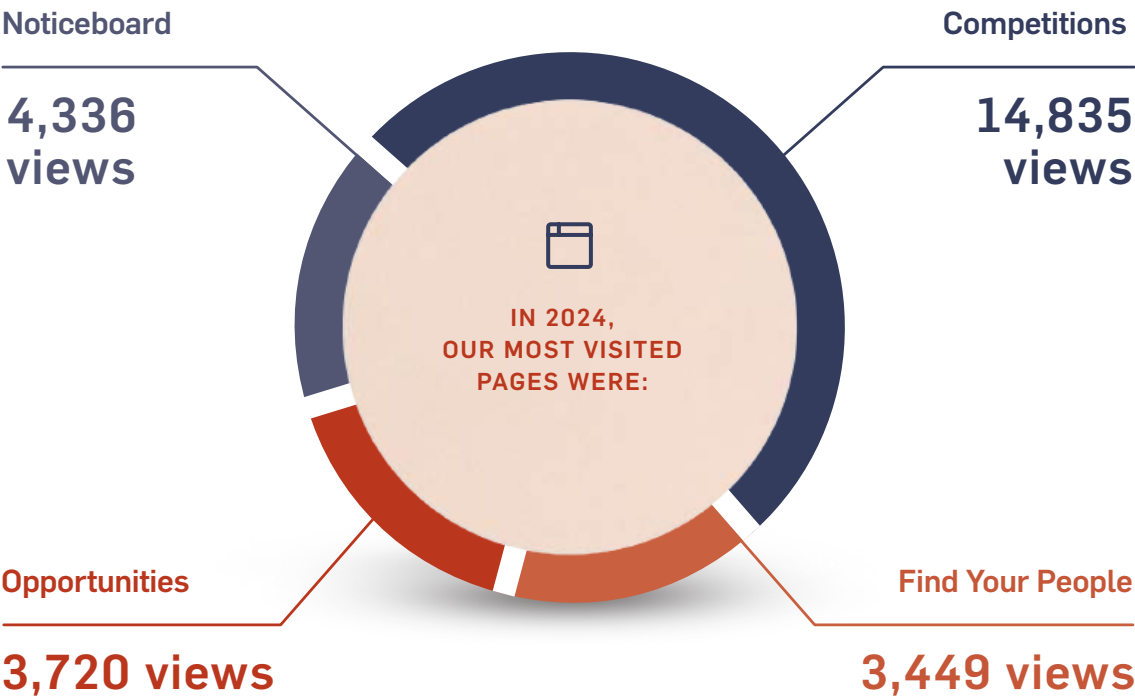
LITERATI DATABASE

Writing WA’s unique Literati Directory is a platform for the promotion of our state’s literary professionals. It is a comprehensive searchable database that can be accessed nationally by publishers, festival directors, librarians, writers’ centres, schools, and others.



WEBSITE

The Writing WA website and Love to Read Local micro website continued to provide comprehensive industry information for authors and illustrators in our sector, offering an e-calendar of upcoming events plus a plethora of articles and free downloadable documents.



E-NEWS

Released weekly on an alternating basis, the Writing WA newsletter and Love to Read Local newsletter kept thousands of readers and creators connected to information about WA books and authors, writing competitions, job opportunities and the latest news in the book and publishing industry.



NEW!
SUBSTACK:



In 2024, Writing WA joined the growing Substack community, which is a subscription-based service with creators offering digital content. Writing WA is proud to present a regular disbursement of literary reviews, blogs, videos, newsletters and podcasts – all for free! Also available is a paid tier offering exclusive benefits such as a weekly video with Laurie Steed and friends analysing classic and contemporary West Australian fiction and poetry, a literary chat room, a weekly chat-based writing group and more.

HELP DESK

Writing WA continued to provide a 'help desk' service and responded to an estimated 11,467 general enquiries for information in 2024.



Jane Seaton & Laurie Steed at Beaufort Street Books for Love Your Bookshop Day.
Photographer: Will Yeoman

The objects of Writing WA are to promote, sustain and advocate for writers and illustrators, and writing/literary activities in Western Australia as the peak body for writing and publishing in WA.



330 (32 paid)
Substack
subscribers



82
Podstreet
episodes



5,750
Podstreet
downloads



3.6k
Literary Map
of WA views



54
Digital
resources



532
E-calendar
event listings



15,738
Social media
followers



25
Love to Read Local
newsletters



2,385
Love to Read Local
newsletter subscribers

The little journal contributors at
the State Library of WA launch.
Photographer: Will Yeoman



HOW WE PROMOTE & VALUE THE WRITTEN ARTS



72

Book reviews &
Team pick features



52

Book Mail Monday
promotions



65

Community
events



6,099

Community event
attendees

TREASURER'S REPORT

For the Financial Year Ending 31 December 2024

Writing WA Inc had a financially challenging year in 2024, partially due to a reduction in our Core Funding.

For the year, our total revenue amounted to \$514,524 while our total expenses reached \$606,391 resulting in a net loss of \$91,867. This shortfall is primarily attributed to increased operational costs, lower-than-expected Grant revenue, and increased investment in key programs and projects.

Income

Our main sources of income for the year included:

- **Membership fees:** \$16,168 which was an increase of 94% from 2023
- **Box Office sales:** \$11,145, an increase of 103% from 2023
- **Substack subscriptions** (a new initiative in 2024): \$1,442
- **Donations:** \$7,518, an increase of 123% from 2023

The team presented the highly successful Perth Writers' Weekend in February 2024 and this project recognised a profit of more than \$52,000. New initiatives such as the WWA Inc Associate Membership and the substack subscriptions are providing additional revenue to the organisation.

Expenses

Our largest areas of expenditure in 2024 and the percentage of total revenue were:

Staffing costs	58.2%
Project and Program costs	34.2%
Operational costs	3.6%

The WWA Inc website required significant overdue upgrades which was a necessary investment in one of our most important communication and information tools. The organisation's operational expenses were reduced wherever possible, reducing these expenses to less than 4% of our total revenue.

Financial Stability

To address this loss and strengthen our financial position, Writing WA Inc has been implementing the following measures:

- 1. Enhancing Revenue Streams**
 - Expanding fundraising efforts, seeking new grant opportunities, and exploring additional revenue sources such as the substack subscription and book sales.
- 2. Membership Growth** - Launching targeted campaigns to attract new members and retain existing ones through added benefits and engagement opportunities.

3. Partnership Development

- Strengthening relationships with sponsors, donors, and community partners to secure additional financial support.

4. Cost Control

- Reviewing operational and administrative expenses for the organisation to reduce where possible without affecting the quality of our services as the Peak Body for writers in WA.

I see the 2024 year as being one of consolidation and growth for Writing WA Inc. despite the financial result. The sharp increase in membership fees, Box Office and other initiatives from previous years indicate a positive outlook for our organisation. We look forward to a sustainable financial result for the 2025 and future years.

ROS O'BRIEN

Writing WA Treasurer



Writing WA Inc

ABN: 18 190 386 787

Income statement

For the year ended 31 December 2024

	2024 \$	2023 \$
Income		
Grants and Subsidies	400,957	306,104
Interest Received	2,403	7,268
Membership Income	16,168	8,327
Other Income	73,934	5,496
Sponsorship and Donations Income	19,620	21,853
Subscription Income	1,442	-
	514,524	349,048
Expenses		
Advertising	3,181	3,494
Amortisation expense	12,380	14,864
Audit Fees	6,300	5,900
Bad Debts Expense	245	(67)
Bank Charges	1,120	609
Consultancy Fees	-	480
Contract Work	-	10,068
Depreciation	683	804
E Newsletter Distribution	2,471	2,460
Holiday Pay	2,883	12,087
Insurance	8,249	9,080
Office Expenses	6,861	5,603
Philanthropy Expenses	553	-
Postage	25	22
Printing & Stationery	478	1,139
Rent	3,894	3,894
Salaries & Wages	316,231	246,179
Subscriptions	2,057	2,545
Superannuation Contributions	34,516	27,698
Telephone	1,364	2,634
Travelling Expenses	-	27
Writers Program Costs	202,899	72,842
	606,391	422,362
Net loss	(91,867)	(73,314)
Retained earnings at the beginning of the financial	196,840	270,153
Retained earnings at the end of the financial year	104,973	196,840

OUR PEOPLE

STAFF

William Yeoman
CEO

Shannon Britza
Operations Manager

Jess Checkland
Marketing and Communications Officer

Dr Laurie Steed
Professional Development Manager

Melinda Tognini (to August 2024)
Digital Communications

BOARD MEMBERS

Shey Marque

Stephen Bevis

Rachel Bin Salleh

Dervla McTiernan (to February)	Alison Davis (from April)
Lakshmi Kanchi (to February)	James Arvanitakis (from April)
Per Henningsgaard (from April)	Dr Marion Kickett (from September)

BOARD OF MANAGEMENT

Lesley Reece AM
Chairperson

Louise Allan
Deputy Chairperson (from April)

Tabetha Rogers-Beggs
Deputy Chairperson (to April)

Rosalind O'Brien
Treasurer

Joanna Donaldson
Secretary (to April)

Jess Gately
Secretary (from April)

PUBLIC FUND TRUSTEES

Rosalind O'Brien
Chairperson

Dennis Haskell AM

Sue Henderson

CONTRACTORS AND CONSULTANTS

Hilton MacCarthy, Boy & Bird Collective Graphic Design	the <i>little journal</i> team Speculative Fiction edition, Spring 2024
Dwayne Trinidad, Secret Works Information Technology	Will Yeoman, Writing WA Publication Manager
Andree McIntyre Philanthropy	Lauran Keenan & Linda Martin, Night Parrot Press Editors
Steve Page, Key 2 Creative Website Development	Aksel Dadswell, Edith Cowan University Special Guest Editor
Shelley Timms Semester Two, 2024 Intern	Jess Checkland & Melinda Tognini, Writing WA Proofreaders

PERTH FESTIVAL WRITERS WEEKEND

George Kickett
Welcome to Country

Dixie Battersby
Public Reations

Ryan Gibson
Photography

Jessica Harlond-Kenny
Front-Of-House Manager

Erin Coubrough
Stage Manager

Shona Treadgold, Perth Festival
Technical Director and Head of Production

George Wesley, State Library of WA
Venue Manager

William Yeoman
Artistic Director

Jess Gately
Program Coordinator

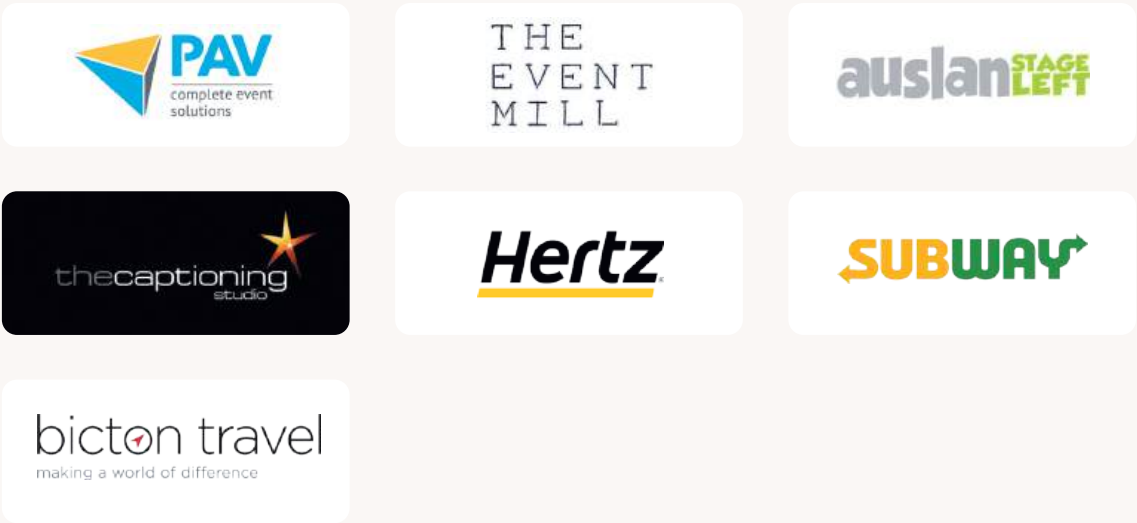
Laurie Steed
Program Curator

Shannon Britza
Chief Financial Officer

Jess Checkland
Marketing Manager

Georgia Smith, Perth Festival
Associate Producer - Programming

David Craddock, State Library of WA
Manager Heritage and Engagement



OUR PARTNERS

PRINCIPAL FUNDING PARTNER



CULTURAL PARTNER



PERTH FESTIVAL WRITERS WEEKEND



LOVE TO READ LOCAL WEEK PARTNERS



THE LITTLE JOURNAL



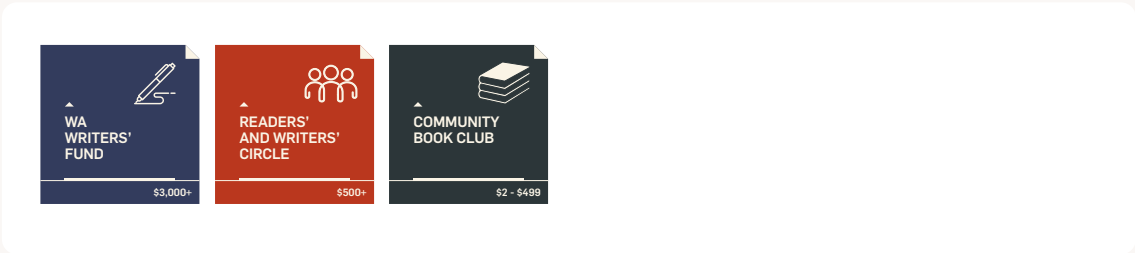
BEST AUSTRALIAN YARN PARTNERS



INTERNSHIP PROGRAM



GIVING PROGRAM DONORS



CORPORATE MEMBER ORGANISATIONS



WRITING WA MEMBERSHIPS

Writing WA is a Deductible Gift Recipient and a registered charity.



WRITING _____

_____WA.