



# Independent Publishing Conference

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# Chair's Welcome

**Welcome to the Small Press Network's 2016 Independent Publishing Conference**, the fifth annual, must-attend event for everyone involved in publishing, regardless of the size or focus of their business.

Building on the success of previous years, this year's conference has been expanded to include Wednesday 9 November's Student Day where industry professionals will guide attendees through the industry, from application and interview techniques to different career options.

The Industry Research Day on Thursday 10 November will draw together the best, most current research into the industry. Keynote speaker Dr David Throsby AO, Distinguished Professor at Macquarie University and internationally known for his work on the economics of the arts and culture, will 'Argue the value of the Australian book industry' drawing on a three-year research project.

Friday 11 November is the main Trade Day. Key highlights include the state of the industry, diversity in publishing, and getting the most out of writers' festivals. Keynote for the day will be Juliet Rogers, CEO of the Australian Society of Authors, whose extensive Australian and NZ publishing experience positions her

perfectly to reflect on the challenges faced by the industry.

Closing out the conference on Saturday 12 November will be the Fundamentals Day, geared for newer publishers and a refresher for others. Sessions will cover everything from funding, business set-up, promotion, and working with booksellers to the delicate collaboration between writer and publisher. Karen Andrews will deliver Saturday's keynote based on her experiences growing her no-longer-so-new Miscellaneous Press.

It won't be all work though. There are free events every night, including the Most Underrated Book Award presentation on Friday 11 November. I hope to see you there.

Finally, we could not present the annual conference without the assistance of our sponsors, in particular Copyright Agency, as well as other partners, participants and engaged audiences. On behalf of SPN I thank you all and wish you an enjoyable and productive conference.

**Michael Webster**  
**Chair, Small Press Network**



# Join the Conversation

Take part in the many ongoing discussions online at and about the Conference, and about independent publishing, using the hashtag:

## #IndPubCon

You can find the Small Press Network at:



smallpressnetwork



smallpressau



small\_press\_au



# Essential Information

## **Venue**

The Wheeler Centre for Books, Writing and Ideas at  
176 Little Lonsdale Street  
Melbourne

## **Disability Access**

The Wheeler Centre is accessible by a ramp to the east of the entrance on Little Lonsdale Street, about 25m along. There are disability metered street-side parking spaces on the north side of Little Lonsdale Street.

## **Bus**

The nearest bus stops are on Lonsdale, Russell and Exhibition Streets.

## **Train**

Melbourne Central Station is directly opposite the State Library of Victoria's front entrance. Most metro trains stop there.

## **Tram**

Trams stop at the superstop outside the State Library on Swanston Street, between Little Lonsdale and LaTrobe Streets.

## **Bicycle**

There are several bike racks close to the Wheeler Centre where you can lock up your bike.

## **Taxi**

The nearest taxi rank is on Elizabeth Street, outside Melbourne Central.

## **Car**

There are several paid carparks close to the Wheeler Centre, including at Melbourne Central and QV shopping centres. There is two-hour on-street parking on Little Lonsdale Street.

# Conference Team

## **Sarah Jansen**

Sarah is an arts worker, writer and communications professional. She helps to run the Melbourne Literary Salon, and has worked with the Emerging Writers' Festival, Freeplay independent games festival, The Edge, the State Library of Victoria, Melbourne Writers Festival, Pozible, Brisbane Festival, This Is Not Art, Vibewire and more. @sarahjansencom

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## **Katherine Hernandez**

Katherine has almost finished a Master of Urban Planning and Environment at RMIT University, chosen because she desperately needed a career change. She is passionate about inclusive arts and cultural urban spaces and can be found teaching hula for Nuholani or listening to jazz. @KatherineBH

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## **Tegan Lyon**

Tegan hails from the Undergraduate Creative Writing Program at RMIT. She bankrolls her groovy lifestyle by working the front desk at a hotel, a place where she masks her biting sarcasm and feminist leanings with a sharp smile and an ill-fitting blazer. @TeganLyon

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## **Helen MacLeod**

Helen is completing an Associate Degree in Professional Writing and Editing, with the aim of becoming an editor and publisher. (She's a writer too, but that's a more chancy occupation.) When she's not volunteering, she's at home reading, cooking and wrangling teenagers. @helenMacLeod3

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## **Nicole McKenzie**

Nicole is currently completing a Bachelor of Arts, majoring in Creative Writing and Gender Studies, at The University of Melbourne. Nicole enjoys drinking chai, writing personal essays and putting on one-woman Fringe shows. Twitter: @Nikoletaaa\_M Instagram: @nicole\_mckenzie

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## **Linh Thuy Nguyen**

Linh studies Comparative and International Literature at Monash University. Her interests lie in postcolonial and feminist politics/writing, and she spends most of her free time watching films, loitering around bookstores, and with her three cats. @linhtwittler

# Throughout the Conference

## Chill Out Space

If you need a break from the action, visit **Writers Victoria's Library**, just up the stairs or lift from the Wheeler Centre reception.

There you will find comfy seats, a big shareable table you can work from, and an extensive library of books and journals for you to peruse.

## Book Cover Exhibition

In consultation with the **Australian Book Designers Association**, SPN has curated a small selection of Australian and New Zealand independent book cover art.

You can visit the exhibition on Level 4 of the Wheeler Centre, whenever there are no events in the Workshop Space.

## The Rag and Scribble Salon

6–9pm, Wednesday 9 November  
Embiggen Books  
204 Little Lonsdale Street  
Free entry, open to the public

The Rag and Bone Man Press and Scribble Creative invite writers, publishers, and lovers of words to come together and share their works at their third Salon, a cosy evening of readings and wine.

Hosted by Dan Christie, the Salon closes out the Student Day of the Small Press Network's Independent Publishing Conference. Guest speakers will be joining the Salon to share readings followed by an open mic. Everyone is invited to step up to the mic to share their latest and favourite pieces of work.

Come along for wine and nibbles and hear work that may never have been heard before.



# Student Day Wednesday 9 November

## Start Time Session

12:30pm Registration, coffee, tea

1:00pm Welcome  
Michael Webster, Chair, Small Press Network

1:15pm Publishing Industry and Market Overview  
Andrea Hanke  
An overview of the publishing industry and how to stay up-to-date with the market.

2:00pm How to Get Into Publishing  
Kirsty Wilson, Penny Rankin, Kate Cuthbert  
Hear from professionals across the industry on getting your start in publishing and the jobs you can go for.

2:45pm How and Where to Study  
Aaron Mannion  
A university teacher will proffer advice from his experience on how to choose and get the best out of courses and programs.

3:30pm Afternoon tea

3:50pm Internships and Volunteering  
Shona Barrett, Johannes Jakob, Kate Callingham  
Literary industry professionals talk about their experiences, as interns and volunteers, and running programs for interns and volunteers.

4:35pm Strength in Numbers: the Importance of Community  
Pippa Bainbridge, Jessica Knight  
Our industry panel talks about how the community works for them.

5:20pm Thank you

5:30pm Close

# Industry Research Day

## Performance Space

Start Time    Session

8:15am        Registration, coffee, tea

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8:45am        Welcome  
Aaron Mannion, Small Press Network

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9:00am        The Knowledge Factory: Publishing and the University

**Denise O'Dea**, The Open Access Movement and What It Means for Publishing Beyond the Academy

**Susan Murray**, Hierarchies, Quality and Reputation: Scholarly Publishing in the 21st Century

**Alexandra Payne**, The Life and Death of the Publisher: Examining the Publisher as Curator and Cartographer

10:45am      Morning tea

11:00am      Publishing Case Studies

**Sam Cooney**, Ten Years of the Lifted Brow: Socialising to Create Space

**Sybil Nolan**, Ooligan Press: How a Teaching Press Manages to Remain Industry-Facing

**Aaron Mannion**, Genteel Gamblers: Publishing and Risk Sharing

**Callum Morgan**, Findings from Macquarie University's 2015 Survey of Australian Trade Book Publishers

12:45pm      Lunch

# Thursday 10 November

Workshop Space

Start Time    Session

11:00am

## Twenty-First Century Readers

**Nicola Rodger**, How the Social Lives of Books Leads to their Surprising Afterlives

**Megan Le Masurier**, Slow Magazines: Alternative Temporalities, Print and the Indie Magazine

**Katya Johanson and Leonie Rutherford**, “They All Think I’m on My Phone”: Who Influences Australian Teenagers’ Reading Practices in 2016?

# Industry Research Day

## Performance Space

Start Time    Session

1:45pm    Industry Research Day Keynote Address  
Arguing the value of the Australian book industry  
**Dr David Throsby, Macquarie University**

2:45pm    Borders of Publishing  
**Susanne Bartscher-Finzer**, The Motivations of Book Publishers in Germany and Australia: An Empirical Comparison  
**Patrick Allington**, Australian Literary Magazines, Dissent, and the National Conversation  
**Emmett Stinson**, Nationalism, Transnationalism and the Australian Short Story Collection

4:15pm    Afternoon tea

4:45pm    Contested Spaces: Publishing as Negotiation  
**Sophie Masson**, Going Over to the Other Side: The New Breed of Author-Publishers  
**Beth Driscoll**, Who Publishes Australian Popular Fiction?  
**Millicent Weber**, Scandal at the Festival: Literary Festivals as Sites of Field Negotiation

6:15pm    Close

# Thursday 10 November

## Workshop Space

Start Time    Session

2:45pm

### Only the Lonely in Small Press Culture

**Ann Vickery**, *Portable Crush and the Ends of Intimate Community*

**Andy Carruthers**, *Social Withdrawal as Activist Publishing*

**Eddie Hopely**, *Live Collaboration and the Phantasmic Loop*

## Book Launch: *The Return of Print?*

6:30–8pm, Thursday 10  
November, Wheeler Centre  
Performance Space  
Free entry, cash bar, nibbles

Will print remain the central medium for the global publishing industry? Are we in a post digital era? How are Australian publishers leveraging the possibilities of multiple modes of dissemination?

Discover a collection of essays that explores the Australian publishing industry in the wake of various economic and technological upheavals, looking beyond the digital to questions of the book as a material artefact.

# Trade Day

Start Time	Session
8:15am	Registration, coffee, tea
8:30am	<b>Welcome</b> Michael Webster <b>Welcome to Country</b> Wurundjeri Council
8:45am	<b>The State of the Industry</b> Julie Winters An overview of what's hot, and what's not, in the current Australian industry, and some forecasts for 2017.
9:15am	<b>Emerging Opportunities</b> Adele Walsh, Emmett Stinson, Simon Groth What opportunities might you be missing in the mad rush of doing business? Take a look outside your regular sphere with the guidance of professionals and be inspired by this cross-pollination of forms and ideas.
9:45am	<b>International Rights and Programs</b> Alex Adsett, Jill Eddington, Anne Beilby Hear from experts about inbound and outbound approaches to rights sales, achieving international publication and readership, and the Australia Council for the Arts' international work.

# Friday 11 November

10:30am Morning tea

10:45am **Getting the Most Out of Writers' Festivals**

Kirsty Wilson, Alexandra Neill, Michaela McGuire,  
Jane Harrison, Dina Kluska

Every month around Australia, there are multiple writers' festivals being held, from major literary festivals in the capital cities to celebrations of the local in small country towns. This is definitely good for raising the profiles of writers and selling books to readers — but how do small presses ensure they are represented in the line-up?

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11:30am **Global Niches**

Kate Cuthbert, Adele Walsh

What's going on in the outside world and where can your publications find their place to get in? Join Kate Cuthbert and Adele Walsh to find out what niches are opening up in the wider publishing landscape.

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12:00pm **Diversity: What's Next?**

Rachel Bin Salleh, Jax Jacki Brown, Fiona Tuomy,  
Danielle Binks

How can the industry continue to increase the diversity of our people and the stories we tell?

12:45pm Lunch

# Trade Day

Start Time    Session

1:15pm    **Trade Day Keynote Address**  
Juliet Rogers, Australian Society of Authors  
Juliet Rogers has had a long career in publishing, both in Australia and New Zealand, and is now the CEO of the Australian Society of Authors.

1:45pm    **Formats: Books, Journals and Beyond**  
Alan Vaarwerk, Sam Cooney, Connor Tomas O'Brien  
For thousands of years, humans have found different ways of telling stories — and we are still finding them. How can you re-imagine presenting your stories to the world?

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2:30pm    **Freelancing: Taking Care of Yourself, Your Business, and Your Future**  
Mel Campbell, Susan Keogh  
The reality of managing your own time, tax and superannuation while doing what you love to do, can take the gloss off self-employment. Get practical advice on how to take care of it all.

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3:00pm    **What Can SPN Do for You?**  
Matthia Dempsey, Anna Solding  
SPN is more than a representative body for small and independent publishers. It is also a conduit for communicating, collaborating and networking.



# Friday 11 November

3:30pm Afternoon tea

3:45pm SPN's Annual General Meeting  
Members only

4:15pm Promotion on a Shoestring  
Felicity Vallence, Adrian Briones  
How can you get your latest publication out into the world? Join promotion experts for some timely tips on marketing and promotion.

5:00pm Literary Awards Insiders  
Kirsty Wilson, Veronica Sullivan, Thuy On  
This expert panel will give some pointers on entering your titles and what judges look for.

5:45pm Close

## Most Underrated Book Award Presentation

**6–7pm, Wheeler Centre Performance Space**

**Free entry  
Open to the public**

Hear excerpts from four shortlisted works, selected by judges Toni Jordan, Megan O'Brien and Sarah L'Estrange, and find out which is the 2016 winner.

## Multifarious: The Past Ten Years

**7–10pm, Wheeler Centre Performance Space**

**Free entry  
Open to the public**

SPN is celebrating its tenth anniversary with a party immediately following the MUBAs. Omar Sakr, Jax Jacki Brown, Eleanor Jaxson, and Neil Morris will be performing, and Andi Snelling will host.

# Fundamentals of Publishing Day

Start Time	Session
8:15am	Registration, coffee, tea
8:45am	Welcome and Acknowledgement of Country Michael Webster
9:00am	Nuts and Bolts of Business Set-Up Suzy Wood What better way to kick-start Fundamentals Day than with a beginner's guide to setting up your business? Lawyer Suzy Wood will walk attendees through the key steps necessary to establish your new press — everything from finding a location to tracking your costs and operational planning.

9–10:30am **Break-out Session:  
Human Reference Books**

Rachel Bin Salleh, Michael Gordon-Smith,  
Alan Vaarwerk, Kiera de Hoog and Hannah Cartmel,  
Adrian Briones, Debbie Lee, Patricia Genat

While the conference sessions are going on in the Performance Space, upstairs in the Workshop Space the Human Reference Books — people with different industry experience — will be offering advice to conference attendees.

Attendees will be able to book a 15-minute spot with a Human Reference Book at the beginning of the day.

# Saturday 12 November

## Start Time Session

- 9:30am Legal Foundations  
Alex Adsett  
Set yourself up with some canny advice from publishing consultant and literary agent, Alex Adsett, to ensure you don't land in a legal black-hole.
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- 10:00am The Business Admin Side of Publishing  
Keiran Rogers, Tracy O'Shaughnessy, representative of the Office of the Small Business Commissioner  
Referring to your journal or press as a business may slay the dream a little, but this practical advice on all things admin is essential for new and first-time publishers.
- 10:30am Morning tea
- 10:45am Business Planning  
Joel Naoum, Jane Curry, Debbie Lee  
Advice for novice publishers, divulging business strategy and key mission statements designed to aid in the growth of your press.
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- 11:30am Funding for Publishers  
Guy Betts, Rick Chen  
Why publishers need funding and how to find it. The Australia Council's Guy Betts and Pozible's Rick Chen discuss ways to fund your work, including applying for grants, online advertising and community funding.

# Fundamentals of Publishing Day

## Start Time    Session

12:15pm    **Treat Your Writers Right**  
Lisa Dempster, Lefa Singleton-Norton, Mel Campbell, Bhakthi Puvanenthiran  
Publications need writers. Writers need publishers. It's a team effort that requires lots of encouragement, hand-holding and real-talk. This expert panel of speakers will discuss the importance of intellectual property, entitlement and rights. Or, why you should be good to your writers.

## 1:00pm    Lunch

1:30pm    **Fundamentals Day Keynote Address**  
Karen Andrews  
Karen Andrews is the publisher at Miscellaneous Press, a Writers Victoria mentor, an award-winning writer, a poet, editor, and 2016 SPN mentee.

2:00pm    **The Worst Book Cover Ever**  
Mark Campbell  
Member of the Australian Book Designers Association  
Mark Campbell has purposely designed the worst book cover art he possibly could for your edification and education.

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2:30pm    **Promotion Basics**  
Emma Noble, Adrian Briones  
A book publicist and a designer/marketer will discuss how to best promote your books to the people who don't know they want them yet.

# Saturday 12 November

3:00pm      **Book Launch Blueprint**  
Dan Christie  
Co-founder of the Rag and Bone Man Press will offer budding publishers an interactive guide to throwing an awesome launch party.

3:30pm      **Afternoon tea**

3:45pm      **Five Things I Wish I'd Known**  
Keiran Rogers, Blaise Van Hecke, Rachel Bin Salleh, Jane Curry, Carrick Wilkie, Sabita Naheswaran  
Speakers from the creative teams behind independent publishers and publishing services will share invaluable advice that they wish they were given when they first started out.

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4:30pm      **Paper and Pixels**  
Connor Tomas O'Brien, Claire Parnell  
Get advice on the different ways you can work with both digital and print platforms, how to integrate them and use them best for your publications.

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5:15pm      **What Booksellers and Librarians Want**  
Galina Marinov, Tom Hoskins, Patricia Genat  
A panel on the type of books sought after by booksellers and library buyers, why they are popular with modern readers, and how to work with retailers and libraries.

6:00pm      **Close**

# Speakers and Performers

**Aaron Mannion** is deputy chair of the Small Press Network and co-convener of the Independent Publishing Conference's Industry Research Day. Currently, he is associate publisher at Vignette Press and Fiction Editor at *Antic*. His work has been published in *Wet Ink*, *The Sleepers Almanac*, *Island* and elsewhere. @azdamaz

**Adele Walsh** is Program Coordinator for the Centre for Youth Literature, an inaugural LoveOzYA committee member and sits on the Melbourne Writers Festival Schools Advisory Committee. She has a professional background as a teacher and is a well-known youth literature blogger. @snarkywench

**Adrian Briones** is the author of the bestselling book *What the Heck is Filipino Food?* and publisher of the popular food blog *Food Rehab*. He has written for *Broadsheet* and *SBS Food* and has been a speaker at Melbourne Writers Festival, RMIT University and Emerging Writers' Festival. @food\_rehab

**Alan Vaarwerk** is the online editor for *Kill Your Darlings* and editorial assistant for *Readings Monthly*. His fiction, articles and reviews have appeared in *Griffith Review*, *Stilts*, *Kill Your Darlings*, *Readings Monthly* and *Writers Bloc*, among others. @alanvaarwerk

**Alex Adsett** is a publishing consultant and literary agent who offers commercial contract advice to authors and publishers. She serves on various boards around Australia and talks

regularly on copyright and contracts. @alexadsett.

**Alexandra Neill** was a co-director at the National Young Writers' Festival from 2014 to 2015. She has been an Ambassador for National Young Writers' Month, Creative Producer at the Emerging Writers' Festival and Coordinator of the *Signal Express*. Currently she works on the ABC's Heywire program, helping to manage the annual Heywire Regional Youth Summit. @paper\_bag\_girl

**Alexandra Payne** is the Non-fiction Publisher (Trade) at the University of Queensland Press. She has worked in the publishing industry since 1995 and has commissioned books that have won prestigious awards. Alexandra focuses on publishing books that will inform, move and challenge readers. She is also undertaking a doctorate at QUT into the future of the publisher in a transmedia landscape.

**Andrea Hanke** is editor-in-chief of the Australian book-industry publication *Books+Publishing* and has worked in the book industry as an editor, journalist and bookseller for over ten years. She is a board member for SPN and a committee member for Women in Literary Arts Australia. @ahankey

**Andy Carruthers** recently completed his PhD at the University of Sydney. His monograph, *Stave Sightings: Notational Experiments in North American Long Poems, 1961-2011* is forthcoming from Palgrave Macmillan. His essays have appeared in *Contemporary*

# Speakers and Performers

*Women's Writing and Journal of Modern Literature*. He is the author of *Axis, Book 1*, chief editor of SoD Press, essays editor of *Rabbit Poetry Journal*, and reviews editor of *Southerly*.

**Ann Vickery** is Senior Lecturer in Writing and Literature at Deakin University. She is the author of several books including *Leaving Lines of Gender: A Feminist Genealogy of Language Writing*, *The Complete Pocketbook of Swoon*, and *Devious Intimacy*. She is co-author of *The Intimate Archive: Journeys through Private Papers* and co-editor of *Poetry and the Trace*. She was editor-in-chief of *HOW2* and is poetry editor at Puncher and Wattmann.

**Anna Solding** has a Masters and PhD in Creative Writing and co-founded and co-edited literary magazines *Wet Ink* and *Animate Quarterly*. She is founder and CEO at MidnightSun Publishing and works with all aspects of the business: manuscript selection, editing, marketing, promotion and rights management. @annasolding

**Anne Beilby** is the Rights Manager at Text Publishing. @text\_publishing

**Beth Driscoll** is a Lecturer in Publishing and Communications at the University of Melbourne, and the author of *The New Literary Middlebrow: Tastemakers and Reading in the Twenty-First Century*. Her research into contemporary cultures of publishing and reading has been published internationally. Her current research includes work on readers online and literary festivals. She is one of the

chief investigators on the ARC-funded project 'Genre Worlds: Australian Popular Fiction in the Twenty-First Century'. @beth\_driscoll

**Bhakthi Puvanenthiran** is a Tamil-Australian journalist living in Melbourne. She is currently small business editor at *The Age*. Her reportage previously focused on entertainment and the arts. Puvanenthiran has also worked in radio (ABC, 3RRR), literary journals (*Going Down Swinging*), book publishing (Penguin) and writers festivals (National Young Writers' Festival, Melbourne Writers Festival). @bhakthi

**Blaise Van Hecke** is co-owner and publisher at Busybird Publishing. She is also an award-winning writer, photographer and current president of the Society of Women Writers Victoria. Busybird Publishing is a hybrid publisher that publishes a handful of titles yearly as well as helping writers to self-publish through mentorship. @busybusybird

**Callum Morgan** is a Senior Research Assistant and Sessional Academic at Macquarie University and is engaged in a three-year study: *The Australian Book Industry: Authors, Publishers and Readers in a Time of Change*, funded by the Australian Research Council.

**Carrick Wilkie** has spent thirty years growing global companies and is Business Development Manager of Ligare. His expertise covers digital media, digital and offset printing, print management, marketing

# Speakers and Performers

communications and publishing solutions in Europe and Asia Pacific.  
@ligare\_pty\_ltd

**Claire Parnell** is a tutor in digital media at Deakin University and an academic focusing on literature in digital spaces. She completed her Honours in 2015 on digital and traditional publishing in genre fiction.  
@cparnell\_c

**Connor Tomas O'Brien** is a writer, designer, and creative type based in Melbourne. He was the director of the Digital Writers' Festival, designer of *Voiceworks* magazine, and is co-founder of ebookstore platform Tomely.  
@mrconnorobrien

**Dan Christie** co-founded Rag and Bone Man Press, which champions and promotes undiscovered and upcoming writers in print and through its literary salon events. @danchristie2

**Danielle Binks** started her book review blog *Alpha Reader* in 2009 and has written for *Kill Your Darlings*, *Books+Publishing*, *Newswrite*, *Westerly* and the *Stella Prize Schools Blog*. She is currently editing and contributing to an Aussie YA short story anthology, and is a scout for literary agent Jacinta Di Mase and Chair of the LoveOzYA committee. @danielle\_binks

Professor **David Throsby** is Distinguished Professor of Economics at Macquarie University in Sydney and is currently engaged in a three-year study entitled *The Australian Book Industry: Authors, Publishers and Readers in a Time of Change*, funded by the Australian Research Council.

**Debbie Lee** has a breadth of industry experience, having started in trade sales and eventually becoming a publishing manager in the academic/professional space. In 2014 she joined Lightning Source, working with a diverse range of publishers to offer print-on-demand and global distribution solutions that directly address changing market demands.

**Denise O'Dea** is editorial officer at Sydney University Press. Before joining SUP in 2015 she worked for ten years in trade publishing, including as senior editor at Black Inc. in Melbourne and HarperCollins in Sydney.

**Dina Kluska**, one third of Pitch Projects, has spent the past fifteen years working in the publishing industry. She has worked in marketing and publicity as well as project management and commissioning of books. In 2015, she took a step away from book publishing and crossed over into digital, working as features editor for Mamamia Women's Network. She also teaches at RMIT University's publishing course.  
@PitchProjectsPR

**Eddie Hopely** is completing a PhD at the University of Technology, Sydney. He is the author of *Cannot Contract*, *Rude Door*, *New international collaboration in pen and ink* and co-author with Elena Gomez of *Per*. He co-edits Sus Press.

**Emma Noble** has fifteen years of experience in book promotions in Australia and the UK.

**Emmett Stinson** is a Lecturer in English and Writing at the University



# Speakers and Performers

of Newcastle. He is a former president of SPN and was a member of the federal Book Industry Strategy Group. He edited the collection of publishing essays *By the Book?*, and coedited the forthcoming collection, *The Return of Print?*. @EmmettStinson

**Felicity Vallenge** is a former Penguin Books marketing manager, publicist and social media manager of Penguin Teen Australia. She's spent years falling in love with book boyfriends, having major literary feels, helping fans line up correctly at signings and finding the perfect GIF to encapsulate the emotions of a finished novel at 3am. Now, she is Floss the Fangirl and still spends hours figuring out how she would survive the Hunger Games. Spoiler alert: she wouldn't. @FlossAus

**Fiona Tuomy** is Mentor in Residence at Writers Victoria on Write-ability — an award-winning and internationally recognised writers with disability program. She is an award-winning screenwriter, producer and director and has worked in a diverse range of leadership and educational roles across the arts, screen, literary and disability sectors. @FlindersLane

**Galina Marinov** has been working in the book industry for over twenty years and for the past eight at Leading Edge Books in the positions of Buyer and Marketing Manager and since July 2015 as the National Group Manager. Leading Edge Books is a national buying and marketing group supporting over 170 Australian

independent bookstores.  
@GalinaMarinov

**Guy Betts** is a Grants Officer at the Australia Council for the Arts. His role is to explain and advocate for the Australia Council's grants program to prospective grant applicants, and to provide them with guidance, advice and feedback throughout the application process. He also manages the Australia Council's relationship with grant recipients. @auscouncilarts

**Jane Curry** started her publishing career in London with Time-Life Books. She has been Managing Director of Weldon Publishing, Managing Director of Macquarie Dictionary, Publisher at Pan Macmillan and was the Australian Managing Director of London-based Quarto PLC. Jane sits on the board of the Australian Publishers Association and heads their Independent Publishers Committee. She is an elected board member of the Copyright Agency and is also an AFR/ Westpac 100 Women of Influence.

**Jane Harrison** is Director of Victoria's first Indigenous literary festival Blak & Bright. She descends from the Muruwari people of NSW and is an award-winning playwright and author. Her book *Becoming Kirrali Lewis* won the 2014 Black & Write! prize and her play *The Visitors* was part of the Melbourne Theatre Company's 2014 Cybec Electric series.

**Jax Jacki Brown** is a disability and LGBTI consultant and sexuality

# Speakers and Performers

educator, as well as a writer, performer, public speaker and workshop designer and facilitator. She holds a BA in Cultural Studies, focusing on disability and LGBTI/queer studies, and is passionate about disability and social justice issues. Jax has been published extensively, online and in print. @jaxjackibrown

**Jessica Knight** has just completed a Hot Desk Fellowship at The Wheeler Centre and was a Next Big Thing at its end. She is currently working on a manuscript through a Write Ability fellowship thanks to Writers Victoria and has published two books of poetry. Jessica participates on panels that explore the intersections between feminism, disability and race. She is a writer and feminist who lives in Melbourne. She has traded one community for another, it was a long process and worth it. @themess19

**Jill Eddington** is Director, Literature at the Australia Council for the Arts. She is responsible for providing knowledge and strategic leadership to the Australia Council on the Literature sector. Jill has worked widely in the arts and education including seven years as the Director of Byron Writers Festival. @auscouncilarts

**Joel Naoum** is a Sydney-based book publisher, editor and consultant. He runs Critical Mass, a consultancy for authors and publishers, and previously ran Pan Macmillan Australia's digital-first imprint Momentum. He is on the board of the NSW Writers' Centre and in 2011 completed the

Unwin Fellowship researching digital publishing experimentation in the United Kingdom. @joelnaoum

**Johannes Jakob** is an editor at Penguin Random House. He has previously edited *Voiceworks* and *The Victorian Writer*, and was fiction editor at *The Lifted Brow*. He co-hosts the podcast *JOMAD I Heard You Like Books?* @jojojacob

**Julie Winters** began her career with Nielsen in 2001. She has covered many roles, including Business Development Director for Nielsen BookScan, UK, and is now in charge of the Australia and New Zealand book business.

**Juliet Rogers** has had a long career in publishing, including Managing Director of Random House (NZ and Australia) and CEO of Murdoch Books. Before joining the Australian Society of Authors, Juliet ran her own small publishing and consultancy business, The Wild Colonial Company. She has chaired Booksellers NZ and the Indigenous Literacy Foundation and been President of the Australian Publishers Association.

**Karen Andrews** is the creator of one of the most established and well-respected parenting blogs in Australia. She is also an author, award-winning writer, poet, editor and publisher at Miscellaneous Press. This year she is also undertaking a mentorship through SPN's new year-long program. Her latest book is *Crying in the Car: Reflections on Life and Motherhood*. @KarenAndrewsAU

# Speakers and Performers

**Kate Callingham** is the Executive Director/Co-CEO of the Emerging Writers' Festival. Prior to this she worked at Melbourne Writers Festival, Melbourne International Film Festival, Melbourne Art Foundation and Museums Victoria. Kate sits on the steering committee for the Victorian Indigenous Literary Officer, and is a founding member of Women in Literary Arts Australia. In 2016 she completed an MBA and is passionate about sustainable business models in the arts sector. @katecallingham

**Kate Cuthbert** is Managing Editor of Escape Publishing, Harlequin Australia's digital-first line. She is also an award-winning speaker, book reviewer and critic, writing reviews and features for national and international publications. @katydidinoz

**Katya Johanson** is Associate Professor in the School of Communication and Creative Arts at Deakin University. Her professional background and teaching area is in book editing and publishing. Her research focuses on the relationship between cultural policies, artistic production and the audience experience across a range of artforms.

**Keiran Rogers** is a sales and marketing professional with over fifteen years' publishing experience. He has worked for Lothian Books, Hardie Grant and Hinkler Books and is now an immensely proud co-owner of Affirm Press, one of Australia's fastest growing book publishers. His favourite book is still *Catch-22*. @affirmpress

**Kiera de Hoog and Hannah Cartmel** are founders of The Rag and Bone Man Press. They manage a team of people who work across the arts and publishing industries. The team of volunteers donates their time to one project a year on big issues in society, told through the stories of everyday people. @RagBoneManPress

**Kirsty Wilson** worked as a bookseller in Bendigo, Melbourne and London, then got a job driving authors around the countryside as part of the State Library of Victoria's Writers on the Road program. For the past eleven years she has worked at Text Publishing, where she is now sales and marketing director.

**Lefa Singleton-Norton** is a writer, editor and producer from Melbourne. Lefa is the co-editor of *Green Agenda*, a publishing project of the Green Institute, and was the Creative Producer at Express Media. Her writing can be found in the anthologies *The Emerging Writer* and *The Noobz*, and in publications including SBS, *The Big Issue*, and *Overland*. @LefaSN

**Leonie Rutherford** is Senior Lecturer in Children's Literature at Deakin University. Her research expertise lies in children's and youth literature, children's media and writing. She has conducted research on the generation of digital natives and their use of old and new media, and on the relationship between screen habits and health outcomes in children.

# Speakers and Performers

**Lisa Dempster** is the Director of the Melbourne Writers Festival. Previously Lisa was Director/CEO of the Emerging Writers' Festival, and founder of its innovative online programming arm. In 2012 she curated an exhibition at the National Gallery of Victoria, *Future Bookshop*, which explored how Australians will be reading, writing and publishing in the future, and undertook an Asialink residency with the Ubud Writers & Readers Festival in Bali. Before getting into festivals Lisa was a writer, editor and small press publisher. @lisadempster

**Mark Campbell** worked in design and project management across theatre, film, television, events, advertising, magazines and animation before ending up in book publishing at Hardie Grant. @mrmrmarkcampbell

**Matthia Dempsey** has worked in the publishing industry for many years as editor-in-chief of *Books+Publishing* and the *Weekly Book Newsletter*. She joined SPN as general manager in April this year. @matthiadempsey

Dr **Megan Le Masurier** worked in the magazine industry in Australia for many years as editor and journalist. She began work on her PhD (on *Cleo* magazine and popular feminism) in 2000, and has been teaching in the Department of Media and Communications, University of Sydney since 2005 where she is Degree Director of the Master of Publishing. Her research interests at present are slow journalism, slow media and the printed indie magazine in a digital age.

**Mel Campbell** is a freelance journalist, critic, and co-host of the fortnightly literature and culture podcast *The Rereaders*. Her first nonfiction book was *Out of Shape: Debunking Myths about Fashion and Fit*, and she's the co-author of the forthcoming romantic comedy novel *The Hot Guy*. @incrediblemelk.

**Michael Gordon-Smith** is the Chief Executive of the Australian Publishers Association. He has more than twenty years' experience in Australian media and communications policy and related industries. @AusPublish

**Michael Webster** has over forty years' experience in publishing and academia, including on the boards of the Australian Publishers Association, Australian Booksellers Association, Copyright Agency and the Literature Board of the Australia Council. An Adjunct Professor at RMIT University's School of Media and Communication, he researches and lectures on book sales trends and is a consultant to Nielsen BookScan, which he introduced to the Australian and New Zealand book trades. A recipient of the George Robertson Award for services to the book industry, Michael is currently Chair of the Melbourne Writers Festival and SPN, and serves on the boards of RMIT Training and Liberty Victoria.

**Michaela McGuire** is a journalist, Director of the Emerging Writers' Festival and co-founder and host of bestselling literary salon Women of Letters. She is the author of *Last Bets*:

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*A True Story of Gambling, Morality and the Law*, the Penguin Special *A Story of Grief*, and *Apply Within: Stories of Career Sabotage*. @michaelamcguire

**Millicent Weber** is a PhD candidate at Monash University. Her research forms part of Dr Simone Murray's Australian Research Council Discovery project 'Performing Authorship in the Digital Literary Sphere', and investigates audience experience at literary festivals, and the relationships between literary festivals and the communities in which they are embedded.

**Nicola Rodger** is a PhD student at the Centre for the Book at Monash University, Melbourne. She has a particular interest in the changing cultural perceptions of and around books. Her work investigates why books and book spaces are so fiercely loved and defended in today's era of digital possibilities. One of her richest sources of material is Pinterest, an online haven for all manner of bibliophiles, classic or otherwise.

**Patricia Genat** has been part of the book industry for most of her adult life. She is excited about the digital opportunities we have this century, but mindful that education and access to books and reading skills is still the most important gift of equality we can give any child anywhere. As President of the Australian Library and Information Association she works to ensure Australians protect and develop the privilege of open access to the world through their libraries.

**Patrick Allington** is an Adelaide-based writer, editor, critic and academic. He is a Lecturer in English & Creative Writing at Flinders University. His novel *Figurehead* was longlisted for the Miles Franklin Literary Award, and his short fiction, essays, columns and critical writings have appeared widely. He is currently co-editing *Griffith Review 55*, to be published early in 2017. Patrick is a board member of *Australian Book Review* and the SA Writers Centre.

**Penny Rankin** started in publishing in the early eighties working for Sandy Grant at Pitman Publishing in London. Returning to Australia in 1984, she continued to work in publishing. In 1997, Penny was one of the five founding members of Hardie Grant and continues as their HR Manager, providing guidance to over two hundred staff in Australia and the UK.

**Pippa Bainbridge** is an emerging cultural leader whose work encompasses arts management and creative practice. She is currently employed as the General Manager/ CEO of Express Media and was previously the Company Manager/ Creative Producer at La Mama. @express\_\_media

**Rachel Bin Salleh** is a Nimunburr and Yawuru woman from Broome and began working at Magabala Books in 1993. Rachel has worked as a Board member, editor, bookseller, freelancer, promotions spokeswoman, marketer, and recently, as publisher. She is passionate about empowering

# Speakers and Performers

Indigenous writers, storytellers and illustrators. @MagabalaBooks

**Rick Chen.** Addicted to the web. Buys stuff based on how good the logo looks. Passionate about tech innovation that allows people to be lazy. Can't remember names. Co-founder of @pozible. One of top 20 Australians to watch by *The Australian*. @rickchenn

**Sabita Naheswaran** is a writer, publicist and editor. She has a Masters in Creative Writing, Publishing and Editing from the University of Melbourne and has worked in both narrative and illustrated book publishing for ten years. She is the Marketing Coordinator at Bonnier Publishing Australia and Managing Editor of *Antic*. @ANTICnewwriting

**Sam Cooney** runs publishing organisation *The Lifted Brow*, which makes a quarterly literary magazine, maintains a dynamic website, produces events, awards writing prizes, and now publishes books. Away from *The Lifted Brow* he is a writer, critic, editor, prize judge, and sessional university muppet. @samuelcooney

**Shona Barrett** is an arts manager with over a decade's experience in project management and operational delivery in the arts. She is General Manager at the Melbourne Writers Festival, and on the board of National Young Writers' Festival and the Ownership Project. @ShonaBarrett

**Simon Groth** is a writer and editor based in Brisbane. He is also the manager of if:book Australia, a Queensland Writers Centre initiative exploring new forms of digital literature and connections between reader and writer. His short fiction has been published in *Overland*, *Island*, and *Meanjin* and other literary journals in Australia and the US. In 2010, Simon was the co-editor of *Off The Record: 25 Years of Music Street Press*. @simongroth

**Sophie Masson** is an established writer and co-founder and director of an independent publishing company, and currently undertaking a PhD in Creative Practice at the University of New England. @sophiemasson1

**Susan Keogh** is a freelance editor and Life Member of Editors Victoria.

**Susan Murray** is Manager and Publisher at Sydney University Press. She was chosen to lead the re-establishment of SUP in 2005 and has developed the scholarly publishing program and the Darlington Press imprint for popular works based on research. She is a driving force in innovative and digital publishing projects and manages the Australian Poetry Library. Susan has worked at the confluence of IT, media and information management for over twenty years and holds an MBA.

Professor **Susanne Bartscher-Finzer** is a Visiting Academic at the School of Business of the University of the

# Speakers and Performers

Sunshine Coast. In Germany she is a Professor of Human Resource Management at the University of Applied Sciences in Kaiserslautern. Her research interests and publications focus primarily on Human Resources Strategies in different industries.

**Suzy Wood** is a solicitor at Studio Legal, a boutique intellectual property and commercial law firm representing clients such as social media platforms, online publishers, authors, copywriters and creative agencies. She also holds a Bachelor of Journalism and has previously worked as a freelance journalist and researcher.

Dr **Sybil Nolan** is a lecturer in the Master of Publishing and Communications at the University of Melbourne. She visited Portland State University and Ooligan Press earlier this year.

**Thuy On** is a freelance arts journalist and critic who has been writing about books for twenty years. She has written for numerous publications including *The Age*, *The Sydney Morning Herald*, *The Australian*, *Australian Book Review*, *Books+Publishing* and *The Big Issue*. @thuy\_on

**Tom Hoskins** is a rock and roll musician moonlighting as a bookshop manager at the State Library. Or is it the other way around? In his spare time he enjoys riding bicycles and indulging the cats that have taken up residence with him.  
@roundaboutmusic

**Tracy O'Shaughnessy** is a trade book publisher with over twenty years' experience. Throughout her diverse career she has worked at a number of Australia's leading publishing houses, including Hardie Grant Books, Melbourne University Publishing as the Miegunyah Publisher, and Allen & Unwin. She is currently Program Director of the RMIT's Master of Writing and Publishing and publisher of the student-led Bowen Street Press.

**Veronica Sullivan** is the Prize Manager of the Stella Prize and Marketing and Programs Manager for the Feminist Writers Festival. She is a 2016 Wheeler Centre Hot Desk Fellow, and was part of the Melbourne Writers Festival's 30 Under 30 program in 2015. @veronicaahhh

The **Wurundjeri Tribe Land and Compensation and Cultural Heritage Council Incorporated** was established in the 1980s by the direct descendants of the Wurundjeri people. It advocates for and supports the aspirations of its community.



# Many thanks

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