
VISION

The Centre for Youth Literature connects Australia's young people with literature, inspiring our young adults to engage with books, stories, writing and ideas.

We champion young voices as a vibrant part of Australia's cultural community, connecting them with each other and the artists who excite them. We lead the way in working with young people to create a diverse and accessible artistic program, nurturing national and regional partnerships to deliver content on the ground and in the digital realm.

As the prominent voice for Australia's youth literature community, the Centre for Youth Literature provides a high-quality gateway to national and international expertise, opportunities, resources and discussion, uniquely designed for young adults and the professionals who work with them.

In promoting the value of reading for pleasure, the Centre for Youth Literature helps young people at a formative stage in their lives acquire essential skills, equipping them to think critically and creatively, as well as test notions of culture and identity.

Our vision has evolved

From:

The Centre for Youth Literature keeps young Australians reading, promoting reading as an active, pleasurable and essential activity through parents, teachers and library staff.

To:

The Centre for Youth Literature connects Australia's young people with literature, inspiring our young adults to engage with books, stories, writing and ideas.

GOALS

The Centre for Youth Literature connects Australia's young people with books, stories, writing and ideas.

We aim to be:

- the leading source of information, expertise and opportunities about youth literature
- a dynamic champion for the range of voices and views of young adults
- leading the way in showcasing and developing innovative youth literature engagement models
- advocates for the very best of Australian youth literature.

‘Thank you SO MUCH for giving me the opportunity to be an Inky judge this year. It’s been an amazing experience, and I wish it didn’t end so soon. Meeting all of my new and old favourite authors was a delight and an experience in itself, just as much as presenting. I’m looking forward to reading more new novels.’

Nicole, age 15, Inside a Dog user and Inky Awards judge

EXECUTIVE SUMMARY

The Centre for Youth Literature has a highly successful track record in engaging Australia's young people with books and reading, delivering high-quality programming expertly blended for a young adult audience.

In a country where 46% of adult Australians experience literacy challenges,* the Centre for Youth Literature exists to celebrate the stories that our young people want to read – stories that reflect the world around them and introduce new experiences. Young people are excited by alternative forms of storytelling and are reading through new channels; we are proud to be part of a literary community that is writing, publishing and developing some of the world's very best literature for young people. We will always value our authors and artists, advocating to others the essential nature of their work.

We are sharpening our focus in response to these values, transitioning to a role that puts young voices alongside adult opinions. Our digital platforms are used internationally as examples of successful youth literature engagement; we are investing in these systems, expanding our online content and taking advantage of the opportunities that new technologies offer.

To provide for audiences across regional areas we are consolidating our strategic partnerships, delivering quality content in conjunction with local colleagues. Through our education networks we effectively reach youth literature professionals, curating respected development programs and providing space for peers to share best practice.

From our base within the State Library of Victoria, we are in a strong position to roll out our youth literature programs. The Library has positioned young learners at the heart of its 2013–18 strategy; we are working with the new executive leadership team to build our audience development, ensuring we deliver an effective artistic program. Together with partners from literary organisations and festivals, we will drive the national conversation about common approaches to developing youth audiences.

We have forged a partnership with the Australian Broadcasting Corporation (ABC) to scope and create a new portal for young writers featuring mentorships, masterclasses, live events and online programs. We act as the first port of call for advice and best practice, we play an active role in the literary community and we lead the way in showcasing and developing innovative models of youth literature engagement.

We're excited about the next three years, and we hope that you are, too.

‘The Centre for Youth Literature has been unique in keeping young adults front and centre of its agenda since it began. Its lively website is constantly showing off guest YA authors, it helps everyone keep abreast of events in the youth litosphere, and its Reading Matters conference is simply the best YA event on the calendar.’

*Margo Lanagan, author of *Tender Morsels**

* *Research in Social Stratification and Mobility 2010*

BACKGROUND

The Centre for Youth Literature has spent 22 years developing innovative reading campaigns, promotions and networks to raise the profile of reading. Founded in Victoria in 1991 to keep young Australians reading, achievements include:

- recognition as a unique centre for excellence in the youth literature field
- a strong and valued reputation among Australian library and education professionals
- driving national research and reporting into youth reading habits
- extensive national networks among authors, booksellers and publishers
- the national teen choice Inky Awards, judged and voted for by young people.

Our highly successful Reading Matters conference showcases Young Adult (YA) authors, debuting writers who have become leading voices, including Markus Zusak and Margo Lanagan, while providing access to talents such as Sonya Hartnett, John Green and David Levithan. Reading Matters 2013 encompasses graphic novels, poetry and gaming narrative, with participants from seven states and sessions in both Victoria and Queensland.

The Inside a Dog website was created as a space for young people to connect with each other, providing a safe online environment to discuss books. Used internationally as an example of innovation and best practice, Inside a Dog has a strong identity, reaching a growing audience of Australian teenagers. Of the 147,000 users in 2012, 36% were from Victoria, 40% from other states and 24% from overseas.

‘Outside of a dog, a book is a man’s best friend. Inside of a dog, it’s too dark to read.’

Groucho Marx



SITUATIONAL ANALYSIS

INTERNAL SITUATION

In emerging from a transition period, the Centre for Youth Literature has gone through a review of our activity, partnerships, networks and focus.

Recognising the gap for a literary focal point designed for young Australians, the Centre for Youth Literature has renewed its commitment to creating and supporting a space for young adults to easily connect with books, stories, writing and ideas.

Our programs have been broadened to connect with literature in all its forms, and we are committed to developing our digital delivery, creating exciting and high-profile online models accessible to all young Australians. We value a diverse array of ideas and writing styles, and nurture our relationships with writers, publishers, booksellers, libraries, festivals, media outlets and schools, providing clear networks of communication.

The State Library of Victoria, the parent organisation for the Centre for Youth Literature, has also undergone a period of review. As a result, it has positioned young learners at the heart of its 2013–18 strategy, with CEO Sue Roberts committed to engaging young adult audiences, leading the way in enabling a generation of new knowledge and ideas.

STRENGTHS

- Focus on high-quality, relevant content for young adults
- Knowledgeable, dedicated and expert team
- Pledged to supporting emerging and established writers
- Resources of the State Library of Victoria, providing stability, support and profile
- Established reputation with educational and youth literature professionals
- Strong platforms ready for next-level development – the Inky Awards, Inside a Dog
- Industry advisors – publishers, authors, arts organisations, national Library networks
- Committed to creative programming, with links to global best practice and trends
- Access to and input into national and international research
- Commitment to paying artists in line with industry best practice (ASA rates).

WEAKNESSES

- Digital delivery requires an overhaul and a flexible approach
- Dated branding that has been off-putting to a young adult audience
- Limited marketing in the past, despite quality content
- Staffing spread thin to deliver a huge calendar of activity
- Lack of collaborative benchmarking/information sharing with other organisations around young adult programming
- Need to prioritise audience analysis to support the reach of targeted programs
- Recovering after a difficult period of staff change across 2010–12
- To effectively reach regional audiences in multiple states, we are reliant upon solid strategic partnerships, which take time to develop.

SITUATIONAL ANALYSIS

EXTERNAL SITUATION

Australia's literary landscape has seen an increase in organisations programming for children and young people, with festivals, literature organisations and commercial companies offering author sessions with established writers for junior and teen audiences.

The Centre for Youth Literature has responded by tightening our focus to reach young adults, broadening our content to include literature in many forms and continuing to place an emphasis on young voices and emerging talent. We are reaching out online and to colleagues from around the country to deliver events and content together; we are aware that there are still many regional and disadvantaged areas with limited access to books and literary activity.

Education reforms and budget cuts make it all the more necessary for youth literature professionals to have access to a single portal of quality literature and information. In seeking to increase our reach and respond to these challenges, we will deliver digital content alongside the training required to fully utilise it, and we will modify the structure and costs of our offer to be as accessible as possible for teachers and school librarians.

We are learning from international peers, forging links and gaining inspiration from:

- Booktrust – book gifting, residency programs and national book awards
- YALSA – the best in young adult engagement models from across the US
- IdeasTap – highly successful platform for young creators aged 16 to 24
- Tate – leading a teen arts collective in association with hubs across the UK
- E4 – UK broadcaster that commissions content for and by young adults.

OPPORTUNITIES

- Clear need for a well-curated Australian platform for timely information, analysis and commentary from young people and literary professionals
- Technology and infrastructure improvements, including the National Broadband Network (NBN), provide realistic ways to reach regional teens across the country
- A vibrant and exciting literary community keen to engage with a young adult audience
- A thriving network of young ambassadors and Inside a Dog alumni
- Organisational change at the State Library of Victoria, with younger learners key to the new strategy
- Other key literature organisations are in a similar period of redevelopment and are keen to collaborate
- The Centre's new team brings a strong and varied network of international links
- Working with the next generation of librarians and teachers in training
- Interact with growing culturally and linguistically diverse (CALD) communities.

THREATS

- New children's and youth literature organisations are developing, seeking the same channels of financial support
- Cuts and reforms in the education sector are reducing professional development funding and staffing levels in schools, with OH&S reforms making student excursions challenging for public schools
- Literature programming for young people in Australia skews towards the younger end of the scale, or merges into the junior offer
- The young adult audience can be difficult to reach, particularly in remote or disadvantaged regions
- Decreased funding opportunities, in line with global trends
- Teens move fast between digital platforms, requiring content to be adaptable
- Established professional audience is slow to change, requiring substantial support, particularly in the digital sphere.

SITUATIONAL ANALYSIS

Key trends

- The National Year of Reading revealed that 46% of Australians face literacy challenges; this important literacy initiative will continue as 'Love 2 Read', with the Centre for Youth Literature involved at a strategic level
- Interest in reading traditionally drops as young people reach high school, though data from the Pew Research Centre points to young people reading via phones, websites and social media
- The NBN offers opportunities to engage with groups of young people via schools and cultural hubs, increasing regional reach
- Changes to funding models for the arts, with international trends showing cuts to public funding
- More arts and cultural organisations are recognising the need to target youth markets.

Education

Cuts to education budgets are beginning to have significant impact, leading to:

- reductions across Australia in numbers of trained teacher-librarians
- pressure on school funding and industrial action limiting professional development opportunities
- uncertainty around federal school system reforms
- decreased funding for higher and tertiary education outlets, including many that specialise in working with disadvantaged communities
- a sense that literature must be aligned to the curriculum to be acknowledged
- the value of creative expression not understood by key leaders and policy makers.

Youth programming

Content and programming for young adults faces challenges including:

- a growing appetite among adults for YA fiction, with more than 50% of YA titles purchased for those over 18; this links strongly with professional concerns that adults are taking over literary spaces intended for young people
- many libraries and organisations are folding their children and teen programming together, with a tendency to slant toward younger age groups, squeezing out dedicated YA programming
- young adults are used to flexible and swift-moving memes and trends, with organisations that program for them often finding it difficult to adapt content quickly enough
- growing popularity and expectation for sophisticated transmedia programming
- ticketing and event costs can be out of the reach of young people.

Strategic partnerships

The Centre for Youth Literature has forged a series of partnerships to deliver quality programming and opportunities, allowing us to roll out content and co-program events such as author tours, regional Reading Matters sessions and Inky Awards events. We contribute to partnerships forged by the State Library of Victoria, providing youth engagement expertise and programming support.

Key partnerships include:

- National Association of State Libraries of Australasia (NSLA)
- Australian Library and Information Association (ALIA)
- state-based public library and school library networks
- annual literary festivals, including Melbourne and Sydney Writers' Festivals
- The Wheeler Centre – offering programming for younger teens through the high-profile Children's Book Festival and co-operatively attracting global YA stars
- Australian Children's Literature Alliance – taking the Children's Laureate to Indigenous teens engaged in community publishing projects.

SITUATIONAL ANALYSIS

Youth literature professionals

The Centre for Youth Literature supports youth literature professionals as a crucial pathway connecting young adults with literature. We have strong relationships with our dedicated and experienced core users, and nurture partnerships with educational networks. These groups include teachers, teacher-librarians and public library staff who seek:

- clear, accessible and high-quality information about books and authors
- inspiration and resources for classroom/library activities
- tools to demonstrate the value of literature engagement
- opportunity to meet their peers and discuss common issues
- ways to share and learn from best practice
- support for connecting young people with authors
- technological support and training.

Our flagship Reading Matters conference provides inspiration, access to authors and an opportunity for both adults and students to meet peers. We will continue to refresh the format and pricing to keep this major event useful and accessible.

The Read Alert platform for professionals will be refreshed, and a range of professionals commissioned to contribute an exciting variety of materials and perspectives. We will work with our partners and networks in other states to deliver youth-focused best-practice sessions, and will roll out our online Professional Learning Network.

The literary community

The Centre for Youth Literature is part of a wider ecosystem linking young people, libraries and schools with authors, illustrators, artists, publishers and the book trade. For many we provide the first point of access to the youth literature world, mapping the opportunities and guiding people to the appropriate content. Authors and artists are at the heart of what we offer, providing pathways for young people to discover new writers, poets and illustrators.

Our research has shown that authors, booksellers and publishers are looking for:

- a communications hub for youth literature news
- a respected independent body to scope global trends and drive research
- a vocal champion for the value of youth literature
- a broker for international partnerships and information
- access to the views of the YA market.

There is space in the marketplace for the Centre for Youth Literature to focus on introducing innovative alternative storytelling modes, international project models and increased industry dialogue.

The national literature sector

The Centre for Youth Literature works cooperatively with fellow literary organisations, sharing our broad youth literature knowledge and expertise.

There is no single national body for the promotion of reading and writing – the Centre for Youth Literature provides this service for young adults and those who work with them. In the area of children's and youth literature, there are many organisations and spaces competing for audiences, partners, media coverage and funding, a number of whom we work with on specific program elements.

These include:

- publishers – offering professional development and workshops for adults
- publications – focus for YA is provided by Magpies and Horn Book (US)
- the Literature Centre, Fremantle – for children and teens in Western Australia
- WestWords – Western Sydney Young People's Literature Development project
- Express Media – for young writers
- The Wheeler Centre – focus on adult programs and large-scale YA events
- Children's Book Council of Australia
- Australian Poetry – working to delivery quality teaching resources and entry points to poetry for young people
- 100 Story Building – working with children in disadvantaged areas
- state-based public library and school library networks
- bookshops – running regular events with author signings.

Our staff contributes on boards and advisory committees for:

- Express Media
- Melbourne Writers' Festival
- Freeplay Independent Games Festival.

ARTISTIC PROGRAM

In many organisations youth literature is an addendum to the adult and children's literature programming. The Centre for Youth Literature is dedicated to building roles for Australian creators who craft stories for the young adult audience. The program will continue to promote youth literature as a creative, rewarding and progressive experience across multiple mediums: prose, poetry and graphic novelisation. We will provide content to interest reluctant readers while ensuring there is a more challenging offer for engaged readers, and we will move away from traditional models of panels and presentations towards increasingly interactive models of delivery.

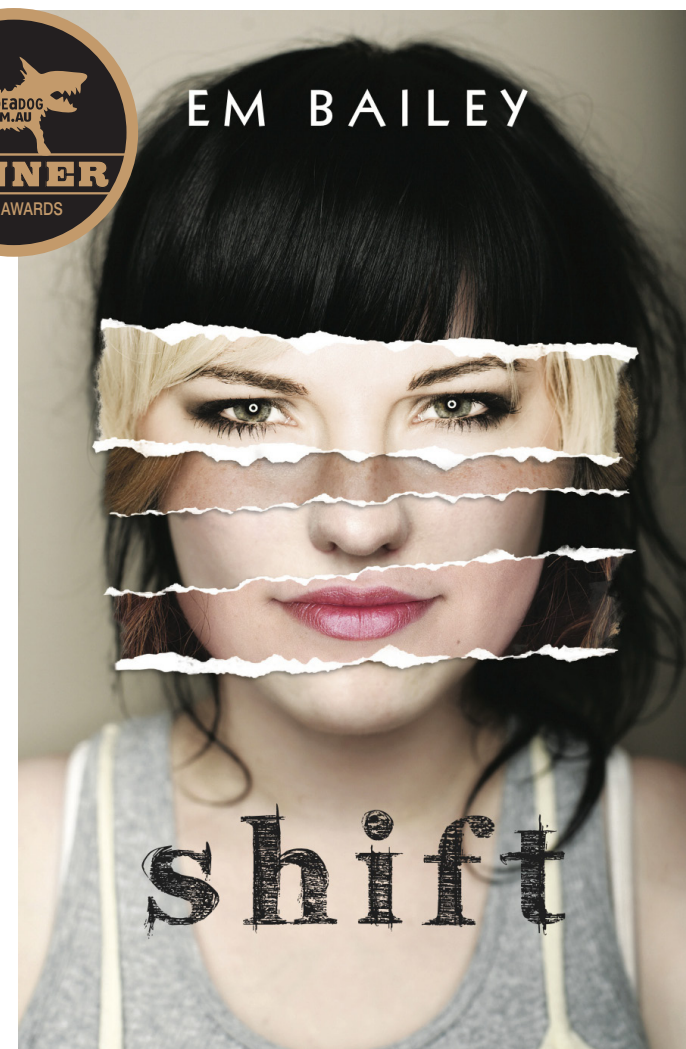
Our program will reflect:

- a balance of critical and commercial tastes
- a program that tackles tough issues
- integrated digital programming
- a commitment to providing opportunities for emerging authors.

In 2013 there has been a marked shift to programming on digital platforms. Our Creative Writing Portal celebrates a partnership with the ABC Digital Education team to provide engaging and enriching opportunities for young people to work with authors online, sharing their works and expanding their understanding of creative endeavours.

The Centre for Youth Literature team all read widely and critically, with an excellent understanding of the national and international youth literature sphere. As leaders in the field we aim to present a progressive view of the industry, challenge preconceptions of the current and future status of youth literature, and above all promote visibility and discussion around its creators.

In May 2012 we launched Centre for Youth Literature's first formal annual consultation forum with literature and library professionals from Victoria, Queensland, South Australia and New South Wales. We will build on this with an annual system of artist, professional and youth surveys.



GOALS, STRATEGIES, PROGRAM AND KPIS

GOAL 1: THE CENTRE FOR YOUTH LITERATURE IS AUSTRALIA'S LEADING SOURCE OF INFORMATION, EXPERTISE AND OPPORTUNITIES ABOUT YOUTH LITERATURE

Link to SLV Strategy Initiatives

Community engagement – 'target service, spaces and programs to specific groups – particularly young learners'

Access – 'we will develop a flexible and responsive digital strategy'

STRATEGIES

1. We will curate an accessible platform to bring together the very best in youth literature news, opportunities and resources.
2. We will open up clear, trusted and visible communication channels, offering a diverse range of youth literature perspectives.
3. We will continue to develop our youth literature networks to act as a national focal point for youth literature activity.

ACTIVITY

1. *Portal for high-quality and diverse content*
 - Evolve our digital offering, creating a fresh, relevant and exciting portal for Australian youth literature
 - Develop our digital content strategy, commissioning and encouraging views from young people, professionals, writers, artists and the literary community
 - Ensure relevant content is targeted at key audience groups, based on experience with our Inside a Dog and Read Alert channels.
2. *Clear and visible communication channels*
 - Actively promote quality Australian youth literature content and resources through a variety of digital, social and educational channels

- Develop a flexible and proactive digital content strategy
 - Clarify our marketing messages and public brand.
3. *Develop our national networks and leadership role*
 - Provide advice, support and inspiration for those programming or wishing to program for young people
 - Broker partnerships through our national relationships with state libraries, schools, booksellers, public library networks and regional arts organisations
 - Generate national media interest and coverage for youth literature in Australia.

WHERE WE ARE NOW – OUR EXPERIENCE

1. We have substantial content from our Read Alert platform, aimed at literature professionals, and Inside a Dog, aimed at youth audiences – both have appeal to a general adult audience.
2. We have access to expert knowledge, working with respected members of the youth literature community and Australian education and library professionals.
3. We have regional and Victorian models and networks ready to expand across Australia.

GOAL 1 ARTISTIC PROGRAM ELEMENTS 2014–16

The Centre for Youth Literature digital portal

We will revamp our existing Read Alert digital platform aimed at youth literature professionals and a literary adult audience. Our service will be built and curated as an accessible platform to bring together the very best in youth literature, news, opportunities for writers, and resources for professionals.

We will continue to discuss current trends and tackle difficult issues, bringing in expert voices and youth views on challenging topics in quality youth literature – from birth and death to sexuality and violence.

Online content strategy

As part of our new annual digital content strategy, we will analyse and resolve questions of content and audience. There is a creeping trend for youth literature spaces to be encroached upon by adults, both at events and in the digital realm; we need to effectively offer content for both adults and young people.

Marketing plan

We will create a consistent look and feel for our content, revisit our visual identity to stay relevant and appealing, commission content and drastically expand our readership across Australia. In the past, we have not marketed this particular service outside Victoria – now that we have models of successful statewide networks, we are ready to roll these out through similar relationships in other states.

‘Thank you for your awesome blogging and for introducing me to the wonderful world of graphic novels.’

Daydreamer, age 16, commenting on a post by author Raina Telgemeier
[Read the full post on Inside a Dog](#)

GOALS, STRATEGIES, PROGRAM AND KPIS

GOAL 2: THE CENTRE FOR YOUTH LITERATURE IS A DYNAMIC CHAMPION FOR THE VOICES AND VIEWS OF YOUNG ADULTS

Link to SLV Strategy Initiatives

Collections and content – 'develop approaches and facilities to encourage content creation by the community'

Access – 'meet changing needs and diverse audiences'

STRATEGIES

1. We will publicly profile and support the views of Australia's young people around books, stories, writing and ideas.
2. We will develop and map pathways for young people to engage with authors and literature.
3. We will advocate for young people to influence youth literature programming.

ACTIVITY

1. *Publicly profile the views of young people*
 - Expand the reach and recognition of the Inky Awards, Australia's national teen choice book awards.
2. *Develop and map pathways for young people to engage*
 - Evolve our Teen Writer in Residence program to a national network of teen creators
 - Provide training, workshops and development
 - Provide supportive and valuable work-experience opportunities.
3. *Advocate for young people to influence youth literature programming*
 - Program with input from our national teen alumni network of youth literature champions.

- Support national literary partners in their engagement with young advisors.

WHERE WE ARE NOW – OUR EXPERIENCE

1. Created the national Inky Awards, working with teen judges from three states and public votes from across Australia.
2. Launched the Teen Writer in Residence program.
3. Established a national network of teen champions and advisors, drawing on our extensive networks of Inside a Dog contributors and Inky Awards judges.

GOAL 2 ARTISTIC PROGRAM ELEMENTS 2014–16

The Inky Awards

The annual Inky Awards are Australia's teen choice book awards, with a high-quality shortlist selected by a youth panel and winners decided by a public vote open to teens across Australia.

The Inky Awards reflect the reading choices of young Australians, with an edgy, contemporary list that differs widely from adult-selected YA awards. The ten-title shortlist reflects Australian and international titles, with the Silver Inky awarded to the best book from overseas and the Gold Inky to a homegrown author.

- Centre for Youth Literature works with industry experts to agree longlist
- Public submissions process for teen judges
- Teen judging panel agrees the shortlist
- Public vote for young adults runs August to October
- Programming and promotion in schools, libraries and bookshops
- Award ceremony – winners announced.

Inside a Dog

Our popular Inside a Dog website is Australia's peer book-reviewing site for young people, with additional resources for teachers and librarians. In 2012, 64% of our 147,000 users were based outside Victoria, with a substantial average stay of over four minutes. Inside a Dog hosts content comprising:

- user-generated book reviews
- comment and discussion threads
- an inspiration bank of YA titles and new releases
- editorial news and content
- book clubs
- author profiles
- competitions
- monthly Writer in Residence
- Teen Writer in Residence
- moderation and monitoring of activity, to provide a safe environment.

Teen Writer in Residence

In August 2012, the Centre for Youth Literature introduced a monthly teen residence called 'You're the Voice'. Teens from across Australia write weekly columns on reading and books, sharing their insights and interacting with commenters. This has proved to be a highly successful concept with a high standard of submissions. With the pilot complete, we will be promoting this widely, seeking to increase interstate applications from the current level of 25%.

Youth champion network

Our audience swiftly moves out of our target age groups, and it has previously been difficult to develop a network of alumni. With the advent of the Inky Awards and the Teen Writer in Residence model we have begun building a network of supportive, vocal and well-read young people.

'Thank you for making me think – like, actually think – and thank you for reminding me that when there are such dire and unfortunate events happening all over the world and when I feel quite helpless, that my empathy and thoughts will be enough.'

Diem, age 15, commenting on a post by one of our Teen Writers in Residence
[Read the full post on Inside a Dog](#)

GOALS, STRATEGIES, PROGRAM AND KPIS

GOAL 3: THE CENTRE FOR YOUTH LITERATURE IS LEADING THE WAY IN SHOWCASING AND DEVELOPING INNOVATIVE YOUTH LITERATURE ENGAGEMENT MODELS

Link to SLV Strategy Initiatives

Community engagement – 'position the Library as the place for information, learning and debate' and 'enable a broad-based community program through key partnerships'

Collaboration – 'assist in the delivery of both national and international programs and services'

STRATEGIES

1. We will engage with partners to test and develop exciting new ways for young people to engage with literature.
2. We will promote best-practice models of youth literature programming.

ACTIVITY

1. *Test and develop new ways to engage young people with literature*
 - Scope, deliver and promote a new national Creative Writing Portal
 - Leveraging the Creative Writing Portal, roll out a series of digital masterclasses, mentorships and live events using a range of literary forms.
 - Trial and implement a series of live literature event models, based on international success and targeted at young adults and YA writers.
2. *Promote best-practice models*
 - Run a series of fun and practical engagement labs for youth literature professionals to share best practice and new ideas
 - Roll out our Professional Learning Network, an online model of development courses that fosters learning among professional peers
 - Commission free, accessible and useful teaching resources for connecting young adults with alternative forms of storytelling

- Bring in international speakers and partners to collaborate, present and network with Australian writers and professionals.

WHERE WE ARE NOW – OUR EXPERIENCE

1. We have a scoping contract to deliver the Creative Writing Portal with a structured project plan. Delivery commences in October 2013, with two further strands of programming pitched for 2014.
2. We are adapting our well-respected Reading Matters conference to showcase innovation and trends. In addition, we have run an Unconference and Publisher's Roundtable to discuss best practice.

GOAL 3 ARTISTIC PROGRAM ELEMENTS 2014–16

WRITEit! Creative Writing Portal (with the Australian Broadcasting Corporation)

A substantial new digital platform, WRITEit! (working title), will see us harness the National Broadband Network, commissioning writers and illustrators to deliver online programs of creative writing masterclasses and mentorships.

The large-scale national pilot program will be available to all Australians in association with the ABC Splash portal, with a sequence of interactive activities and sessions in multiple states.

A new website will be commissioned so that all young people can upload their own stories and respond to the work of others – reviewing stories, or responding through graphic illustration, poetry, script writing or lyrics.

We will develop a scalable model to deliver this new style of events to communities across Australia. We intend to work with colleagues across a number of literature organisation – including Australian Poetry, 100 Story Building and literary festivals – to provide support on some of the many project deliverables.

Youth Literature Engagement Labs
Based on our sold out 2013 collaboration with Melbourne City Libraries, we will run a series of professional development labs, delivered in partnership with regional library networks. Drawing on the expertise of Australia's youth librarians, the labs will encourage delegates to share their own best-practice projects and prototype new initiatives together.

These labs – which will provide inspiration, confidence and discussion among peers – will be delivered in two states in 2014, with an anticipated roll out through state library partners and regional libraries in subsequent years.

Live literature event models

To celebrate writing and performance, the Centre for Youth Literature is experimenting with new forms of live literature, bringing popular international models to a young Australian audience. In 2013, we premiered the Friday Night Fight, in association with the Emerging Writers' Festival, and are scoping a Teen Book Carnival based on the American model introduced by three young *New York Times* bloggers.

Looking at alternative ways to open up the world of books, our live storytelling sessions are aimed at a young audience in an informal setting, showcasing a mix of established and emerging writers. It is our intention to build a successful stable of live literature formats, working with partners to produce a networked series of informal live literature events.

GOALS, STRATEGIES, PROGRAM AND KPIS

4. THE CENTRE FOR YOUTH LITERATURE ADVOCATES FOR THE VERY BEST OF AUSTRALIAN YOUTH LITERATURE

GOAL 4 ARTISTIC PROGRAM ELEMENTS 2014–16

Reading Matters

Presented by the Centre for Youth Literature, Reading Matters is Australia's premier event for youth literature professionals, examining current and future trends while providing opportunities for students and authors. In addition to the central conference, sessions will be presented regionally in two states, in association with Geelong Public Libraries and the State Library of Queensland.

- High-profile international conference for 300 delegates, featuring 16 authors
- Touring author programs in Victoria and Queensland
- Partnership with writers' festivals in Sydney and Auckland to fly in author Libba Bray
- Digital content – interviews, discussions, profiles, tips from authors, resources.

Publishers' Showcase

A highlight of our professional program, Publishers' Showcase provides the opportunity for Australian publishers and a range of librarians and teachers to connect, looking at anticipated titles for the forthcoming year. We will be working to widen the audience for this event, creating resources based on the program and looking at additional opportunities for these audiences to connect. The content and format has proven so popular that we are now scoping a showcase for teen audiences.

Digital Writer in Residence

The longstanding Writer in Residence program has continued to showcase writers and illustrators, revealing something of their creative processes. We will continue to diversify the range of creators selected, with graphic artists, poets and gaming professionals joining the roster.

Writers' Toolkit on tour

Our productive partnership with Regional Arts Victoria continues with a week-long regional tour in September. Emerging and established youth literature authors with experience writing in different formats (specifically zines, television and websites) have been secured to demonstrate that writing is much more than a traditional book-based story. This is a model that can be reproduced with a variety of themes important to young readers – specifically the adaptation of classic texts into YA literature. The 2013 tour will visit five schools in five days, reaching an estimated total of 600 young people.

Professional Learning Network: storytelling and digital publishing

Responding to a need for training, and working with a successful model developed by the State Library of Victoria's education team, we will be writing and delivering an online professional learning short course looking at storytelling, social media and digital publishing. The sessions will be aimed at teachers, librarians and teacher-librarians across Australia. The pilot begins in 2013.

'I really enjoyed this event, it is great to listen to passionate publishers about books coming out in the following year. The staff from Ballarat that attended were so inspired that we put on our own session for our library team (58 staff) where we talked about our favourite books of 2012 – we did it in a very similar format to the Publishers' Showcase.'

Tara Hossack, Libraries & Learning Services Manager
Feedback from our Publishers' Showcase event