

‘I would kill to be at the Terror Australis Festival, but thankfully I was invited so I won’t need to.’

- TARA MOSS



‘Incredibly beautiful Hobart, with its deep blue sea and harbour, and its flowers, trees and shrubs. I planned to come back and live there one day.’

-AGATHA CHRISTIE

**TERROR  
AUSTRALIS**  
READERS AND WRITERS FESTIVAL

Partnership Opportunities

# From Dr Alison Alexander

## Festival Matron

Festivals have been proven to have a beneficial effect on communities, encouraging participation, celebrating the arts, stimulating artistic output which improves community morale and togetherness, and bringing in outsiders who provide extra cash. Such activities are particularly important for rural centres. They are encouraged to see themselves not as some distant area remote from the excitement of the city, but as a vibrant centre humming with creativity and excitement.

The Terror Australia Readers and Writers Festival is of huge benefit to writers in the community, who are encouraged and given opportunities to promote their work. The Festival is also committed to an easily accessible program throughout the Huon Valley, thus benefiting not only one centre.

The Festival has already attracted significant support from mainland attendees, who are injecting cash into the community and booking extended their stays, benefiting the Huon area even more.

The Festival is exceeding expectations in its scope and the number of invested participants. This is a great achievement for a relatively small festival, and indicates excellent planning and organisation. Those providing funds can see that their money will be used to achieve maximum impact.

Please support the Terror Australia Readers and Writers Festival in their quest to secure partners.

# From Dr L.J.M. Owen

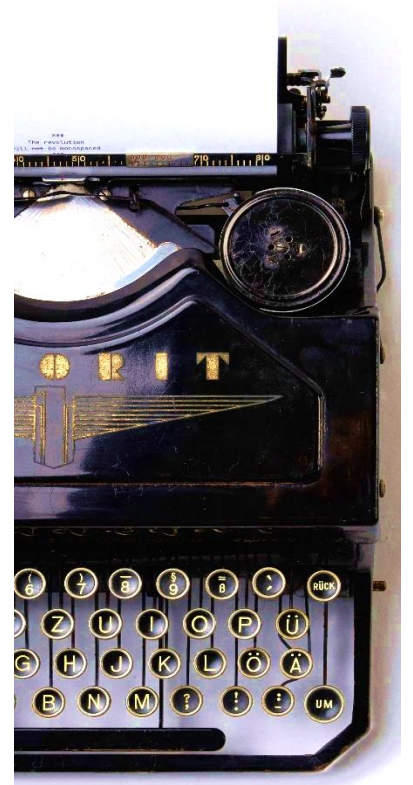
## TAF2019 Founder and Director

As well as sparking conversations around crime fiction and gender, the festival aims to help address the region's needs around literacy, professional development and tourism with plenty of free public events; workshops and pitching sessions for writers at all levels; and a food and wine trail that I hope will help local businesses recover after bushfires in January cut short the summer tourist season.

The functional literacy rate of Tasmania's adult population is only 50% – the lowest in Australia. Terror Australis is working with the state's literacy and numeracy network, 26TEN, as well as local libraries, to offer a program of free events designed to support literacy for both adults and children.

We want people to find that 'gateway' book that they fall in love with ... If you really want to know what happens at the end of a story, that can help you to struggle through some of the words that are a bit unfamiliar.

Please help us inspire the love of reading.





# FESTIVAL HIGHLIGHTS

## **Murder She Wrote: Panel Sessions**

**Saturday 2 and Sunday 3 November 2019**

Two days of examinations, interrogations and line-ups.

## **Hall of Writers**

**Friday 1 November 2019**

A day-long book room where readers meet authors and their books. For Australian crime fiction, Tasmanian crime fiction and Tasmanian children's authors and publishers and local Huon Valley authors of any ilk.

## **Masterclasses and Workshops**

**Thursday 31 October and Friday 1 November 2019**

Gain knowledge and confidence from a series of writing workshops and manuscript masterclasses, as well as pitching to publishers and agents for real industry feedback.

## **Noir at the Bar**

**Friday 1 November 2019**

Dress up for a 1920s speakeasy of jazz, spoken word and illegal cocktails.

## **Curse of the Sphinx: Murder Mystery Dinner**

**Saturday 2 November 2019**

Can you catch a killer in 1920s Cairo before anyone else?



# FESTIVAL HIGHLIGHTS

## **NaNoWriMo Program**

**Thursday 31 October to Sunday 3 November 2019**

Includes three days of writing bliss in a quiet zone.

## **Youth Writer Residencies**

At locations across the Huon Valley.

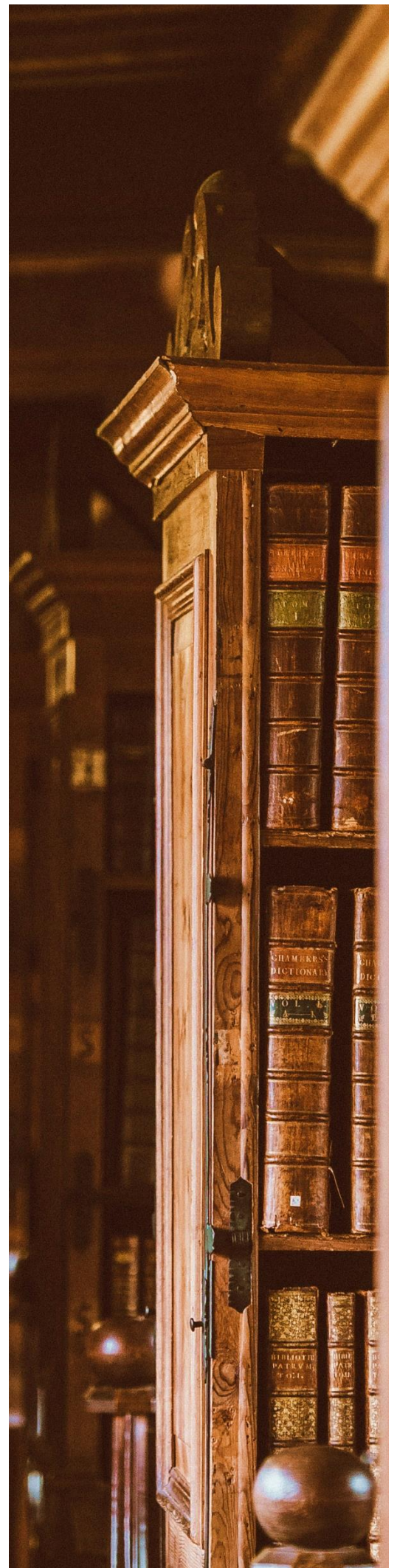
## **Children's Program**

Includes readings and workshops, a writing competition and a Halloween party.

## **Terror Australis Festival Art Competition**

In conjunction with the Huon Art Exhibition Group.

There will also be an extensive **Foodie Program**, featuring the best produce the Huon Valley has to offer.



# PARTNERSHIP OPPORTUNITIES

## About

In honour of the Queen of the Golden Age of Detective Fiction—and her many sisters—we're proud to announce the Terror Australis Readers and Writers Festival (TAF2019), Tasmania's newest biennial literary festival.

Join us in the stunning Huon Valley, just outside Hobart, for Murder She Wrote, a six-day book spree of deadly masterclasses, grave workshops and incisive literary discussions.

Featuring Tara Moss, Kerry Greenwood and Shamini Flint, we have a panellist and local author line-up to die for, free community activities and fabulous literacy celebrations running 31 October to 3 November 2019.

A two day après-fest, The Trail of Writers Tears on 5 and 6 November 2019, will afford festival goers a chance to stay and immerse themselves in the best the region has to offer.

## Why Partner with Us?

Partnering with the Terror Australis Readers and Writers Festival is an exciting opportunity to align your organisation with this innovative festival, to be part of establishing a brand-new literary festival in Tasmania with national and international investment and exposure.

This event isn't just a literary festival, it's also a literacy festival. Like the rest of Tasmania, the Huon Valley has a functional literacy rate of just 50%. We're working alongside some wonderful literacy organisations to inspire change by helping local readers find their 'gateway' book – that one story they *have* to finish.

Alongside our ticketed Murder She Wrote program, celebrating the women of crime fiction, we'll offer four days of free community events exploring new books to read, connecting readers and writers with each other and expanding the love of reading in the Huon Valley.

Our partnership packages are designed to give your organisation the best possible coverage and value, and may be tailored to suit your organisation's needs and requirements.

Our four categories of partners are:

- Presenting Partners
- Event Partners
- Program Partners
- Competition and Prize Partners

# PRESENTING PARTNERS

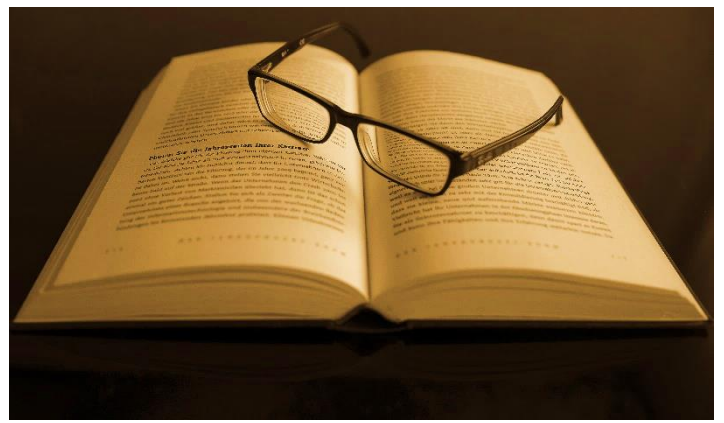
## Festival Presenting Partner

(one only) – \$20k

Includes exclusive opportunity to return as only festival presenting partner for the second festival, TAF2021.

In exchange:

- full written name of festival will include your name, e.g. Murder She Wrote, the 2019 Terror Australis Readers and Writers Festival, presented by "Your Name"
- logo on festival e-banner,
- logo on external signage,
- logo on front of program,
- banner in every festival venue,
- logo on website,
- social media – one social media post a month (you provide content) from date signed to festival delivery.
- 2 Golden Tickets,
- exclusive salon with three festival panellists of your preference.

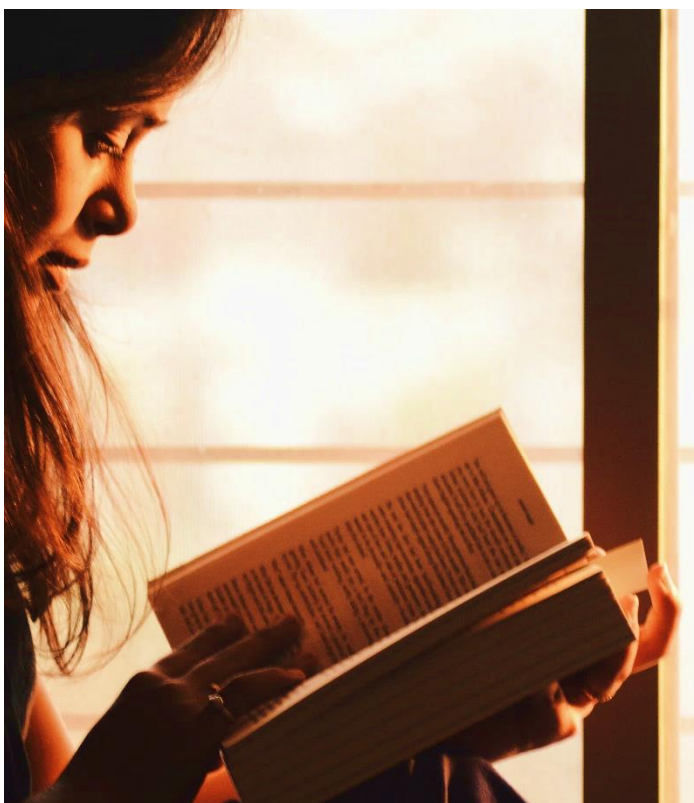


## Festival Staging Partner

(maximum of 2) – \$10k

In exchange:

- name either an Art Competition Prize or Children's Short Story Prize, if still available (may be your name or in honour of someone else),
- logo on festival e-banner,
- logo on front of program,
- banner in every festival venue,
- logo on website,
- social media – one social media post a month (you provide content) from date signed to festival delivery.
- 2 Golden Tickets,
- exclusive salon with festival panellist of your preference.



## Volunteer Program Partner

(one only) – \$2k

In exchange:

- logo on volunteer packs,
- two banners in the Volunteer room and every organised volunteer gathering, i.e. training and thank you events,
- logo on website,
- social media – one social media post a month (you provide content) from date signed to festival delivery.





### **Panellist Green Room Partner**

(one only) – \$3k

In exchange:

- name of room will include your name, e.g. the TAF2019 Murder She Wrote Green Room, brought to you by “Your Name”,
- up to four of your banners in the panellist Green Room, including photo opportunity and media interview areas,
- logo on website,
- social media – one social media post a month (you provide content) from date signed to festival delivery,
- 1 Golden Ticket, and
- exclusive salon with festival panellist of your preference.

### **Exclusive ‘Murder She Wrote’ Reading Leisure Wear Partner (No longer available)**

(one only) – \$2k

In exchange:

- logo on all reading leisure wear merchandise, including leisure wear tops and bottoms,
- logo on website,
- social media – one social media post a month (you provide content) from date signed to festival delivery.

### **Delegate Bag Partner**

(one only) – \$2k

In exchange:

- your logo only on one side of delegate bags, and
- logo on website.

### **Photo Booth Partner (No longer available)**

(one only) – \$2k

In exchange:

- your logo only on the festival photo booth.

### **Morning Tea or Afternoon Tea Partner (with book launch) (No longer available)**

(maximum of 3) – \$1k

In exchange:

- full written name of morning or afternoon tea will include your name, e.g. Murder She Wrote Saturday Morning Tea, brought to you by “Your Name”,
- logo on up to four banners in the tea space,
- logo on website,
- if you nominate a book to launch during this time, a book launch and inclusion of the book and its author in the festival program and bookshop.



# EVENT PARTNERS

## Hall of Writers (day long trade room) Partner (In negotiation)

(one only) – \$3k

In exchange:

- full written introduction to the Hall of Writers will include your name, e.g. TAF2019 Hall of Writers, a day long book trade room brought to you by “Your Name”.
- logo on external signage on the day of the Hall,
- multiple of your banners in Hall – up to six banners announcing your support for the event,
- logo on website,
- social media – one social media post a month (you provide content) from date signed to festival delivery, and
- 1 Golden Ticket.

## Murder Mystery Party Partner

(one only) – \$3k cash or in-kind support

In exchange:

- full written introduction to the Murder Mystery Party will include your name, e.g. TAF2019 Murder Mystery Party, Curse of the Sphinx, brought to you by “Your Name”,
- logo on external signage on the evening of the event,
- multiple banners in room – up to six of your banners announcing your support for the event,
- logo on website,
- social media – one social media post a month (you provide content) from date signed to festival delivery, and
- 1 Golden Ticket.



## Noir at the Bar Partner

(one only) – \$1.5k

In exchange:

- full written introduction to Noir at the Bar will include your name, e.g. TAF2019 Noir at the Bar, a speakeasy-themed evening of spoken word, jazz and bespoke cocktails, brought to you by “Your Name”.
- logo on external signage on the evening of the event,
- multiple banners in room – up to four of your banners announcing your support for the event,
- logo on website,
- social media – one social media post a month (you provide content) from date signed to festival delivery.

## Halloween Party (child friendly event) Partner

(one only) – \$1k

In exchange:

- full written introduction to the Halloween Party will include your name, e.g. TAF2019 Halloween Party, brought to you by “Your Name”.
- logo on external signage on the evening of the event,
- multiple banners in Hall – up to six banners announcing your support for the event,
- logo on website,
- social media – one social media post a month (you provide content) from date signed to festival delivery.



# PROGRAM PARTNERS

## Youth Writer Program Partner (delivered in 2020)

(one only) – \$10k

In exchange:

- name of program will include your name, e.g. the TAF2019 “Your Name” Youth Writer Program,
- logo on festival advertising images,
- logo on website,
- social media – two social media posts a month (you provide content) from date signed to festival delivery,
- 2 x 2019 Golden Tickets, and
- exclusive salon with three festival panellists of your preference.

## Children’s Program Partner (2019 or 2020)

(one only) – \$5k

In exchange:

- name of program will include your name, e.g. the TAF2019 “Your Name” Children’s Program,
- logo on external signage on the day of the Children’s Program,
- logo on festival advertising images,
- logo on pack provided to every participating child – up to 800 children expected to participate,
- logo on banner in every Children’s Program room,
- logo on website,
- social media – one social media post a month (you provide content) from date signed to festival delivery, and
- 2 x 2019 Golden Tickets.



## Writing Masterclass Program Partner

(one only) – \$3k

In exchange:

- name of program will include your name, e.g. the TAF2019 “Your Name” Writers Masterclass Program,
- logo on external signage on the days of the Masterclasses,
- logo on festival advertising images,
- your banner in every Masterclass,
- logo on website,
- social media – one social media post a month (you provide content) from date signed to festival delivery, and
- 1 Golden Ticket.

## Writing Workshop Program Partner

(one only) – \$3k

In exchange:

- name of program will include your name, e.g. the TAF2019 “Your Name” Writers Workshop Program,
- logo on external signage on the day of the workshops,
- logo on festival advertising images,
- your banner in every workshop,
- logo on website,
- social media – one social media post a month (you provide content) from date signed to festival delivery, and
- 1 Golden Ticket.

# COMPETITIONS AND PRIZES

## Adult Writer Residency Program Partner

(one only) – \$3k

In exchange:

- name of program will include your name, e.g. the TAF2019 "Your Name" Adult Writer Residency,
- logo on website,
- social media – one social media post a month (you provide content) from date signed to festival delivery, and
- the opportunity for involvement in the running of the residency, and
- 1 Golden Ticket.

## Terror Australis Art Competition Partner

(one only) – \$3k

In exchange:

- name of the art competition will include your name, e.g. the TAF2019 "Your Name" Terror Australis Art Competition, OR
- logo on website,
- social media – one social media post a month (you provide content) from date signed to festival delivery, and
- 1 Golden Ticket.



## Children's Writing Short Story Competition Partner

(one only) – \$3k

In exchange:

- name of program will include your name, e.g. the TAF2019 "Your Name" Children's Writing Competition,
- logo on website,
- social media – one social media posts a month (you provide content) from date signed to festival delivery, and
- the opportunity for involvement in the running and judging of the competition, and
- 1 Golden Ticket.





# TAX DEDUCTIBLE DONATIONS

Donations and in-kind support to the festival are warmly welcomed.

Tax-deductible donations may be made through Creative Partnerships Australia. Please contact us for details.







## PANELLIST SUPPORT

‘What a writer’s and reader’s delight it will be to celebrate great authors and chilling reads in one of my favourite parts of the world. Tasmania - the people, the food, the coffee, the hospitality - and good crime novels are a delicious fit. I would kill to be at the Terror Australis Festival, but thankfully I was invited so I won’t need to.’

—**TARA MOSS**

‘I have never anticipated a festival more than I anticipate TAF2019! What an incredible opportunity for readers, aspiring and emerging writers, and passionate authors and publishers, to mix and celebrate the written word (and local food and drink) in Tassie.’

—**ANGELA MEYER**

‘Anytime you gather storytellers in the same place, creative magic happens. When that place is as beautiful and special as Cygnet, the magic is powerful indeed. I can’t wait to be back in Tasmania, to be inspired by Cygnet and the wonderful writers attending Terror Australis Festival, and to share our love of the craft with all those who join us.’

—**SULARI GENTILL**

‘There are so many authors I admire on the program, and I’m always looking for an excuse to visit Tassie... The Terror Australis Festival is shaping up to be the highlight of my year! I especially can’t wait to meet all the bookworms, young and old.’

—**JACK HEATH**

‘While I’m thrilled to be part of the Terror Australis Festival and can’t wait to share my passion for reading and writing with locals and visitors alike, make no mistake: behind the friendly exterior, in my imagination, I’ll be finding the menace in your beautiful environment, turning your excellent local wines and produce into poison, scattering your exquisite Huon Valley with dead bodies...’

—**ANGELA SAVAGE**

# PANELLIST SUPPORT

‘Tasmania has always been a magical place to me, and I’m so excited to be visiting it in the context of two of my favourite pastimes, reading and writing.’

—**MEG KENEALLY**

‘As a local writer it's so exciting to see a festival like this coming to Cygnet. I hope that the Tasmanian landscape inspires all these writers to come back and write books set here! There are so many pretty spots around our state where a fictional body or two could be discovered.’

—**TANSY RAYNER ROBERTS**

‘Murder She Wrote describes so many people I know. I’m thrilled to join quite a few of them for Terror Australis in 2019.’

‘Readers will get a kick out of meeting their favourite authors and discovering new ones; and writers—fledgling, emerging or established and in any genre—can soak up the clues while some of the county's best writers talk crime and mystery, red herrings and McGuffins, blood splatter, alibis and where the bodies are buried...

‘I can't think of a better place for a bit of (fictional) murder and mayhem than the heart of the Huon in Tasmania. What a treat for readers and writers this festival will be, with food and wine to delight the taste buds and criminal minds to spark the imagination.’

—**LINDY CAMERON**

‘Once in a lifetime, if you’re lucky, you get to create a brand new event to celebrate everything you love. For me, those loves—those passions—are reading, writing and crime fiction, and that event is the Terror Australis Readers and Writers Festival in the gorgeous Huon Valley.’

—**L.J.M. OWEN (Festival Director)**





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### TERROR AUSTRALIS READERS AND WRITERS FESTIVAL

Terror Australis Readers and Writers Festival  
Date: 31 October-3 November  
Location: Huon Valley, TAS, Australia

Map

Satellite

+

### Inaugural Terror Australis Festival program launched

27 August 2019

The program for the inaugural Terror Australis Readers and Writers Festival, which runs in various locations in Tasmania's Huon Valley from 31 October to 3 November, has been announced.

With the Agatha Christie-inspired theme of Murder She Wrote, the festival will include masterclasses, workshops, literary discussions and a Murder Mystery Party, with a 1920s Cairo theme. Featured writers include Tara Moss, Kerry Greenwood, Lindy Cameron, Angela Savage, Angela Meyer, Tansy Rayner Roberts, Meg Keneally, L J M Owen, Jack Heath and David Owen.

A two-day eating, cooking and crafting event program, the Trail of Writers' Tears, offers self-drive trips to wineries, cheeseries and galleries as well as ticketed events.

Festival director L J M Owen, who moved to Tasmania from Canberra two years ago, said: 'When I arrived, there wasn't a literary festival in the south of the island. The Tasmanian Writers Festival had folded. More recently, the Hobart Writers Festival launched but, naturally, it is orientated

'A terrific novel' Garr  
'Hard boiled and lyric  
'White-knuckle suspen

fromantpress.com.au

al His Excellency the Right Honourable Sir Peter Cosgrove, Huon Franklin.

### A crime celebration

The Terror Australis Readers and Writers Festival (TAF2019) is Tasmania's newest biennial literary festival.

Set here in the Huon Valley, a four day book spree of deadly masterclasses, grave workshops and incisive literary discussions inspired by Agatha Christie, planned for November this year.

Featuring renowned mystery writers Tara Moss, Kerry Greenwood and Sulari Gentili, the festival has a panellist line-up to die for, free community events and fabulous literary celebrations.

Festival director and author Dr L.J.M. Owen says that her love of literary events and project management has inspired her to create Terror Australis.

"I could see how many writers, writing groups, book clubs, booksellers, libraries and literacy workers we have in the Huon Valley," said L.J.

Continued on page 2

### Australia's newest literary festival to take off in the Valley

Continued from front page

"The festival is a great opportunity to bring these things together."

The festival has been inspired by the success of the TAF2019, which is set to be a four-day book spree of deadly masterclasses, grave workshops and incisive literary discussions inspired by Agatha Christie, planned for November this year.

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Author of the Murder She Wrote series, Susan Grant will be the first writer to read at the festival.

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### A sense of sinister fun

The Huon Valley's first ever literary festival, the Terror Australis Readers and Writers Festival (TAF2019), is set to be a four-day book spree of deadly masterclasses, grave workshops and incisive literary discussions inspired by Agatha Christie, planned for November this year.

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### THE AUSTRALIAN

Friday, September 6, 2019

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books shortlisted above named best adult novel, best debut and best nonfiction. Harper's The Lost Man picked up the readers choice award. Many of the writers also will attend the new Terror Australis Readers and Writers Festival in Tasmania, October 31 to November 5. The Agatha Christie-inspired theme is Murder She Wrote.

### Tasmania's newest literary festival returns for Halloween

The Terror Australis Readers and Writers Festival (TAF2019) is Tasmania's newest biennial literary festival and the first writers' festival in the Huon Valley.

The festival's theme, Murder She Wrote, is inspired by Agatha Christie, and will be presented on Halloween and run for four days: 31 October - 5 November.

Festival director, crime writer Dr L.J.M. Owen, said: 'Agatha Christie visited Tasmania in 1922 ... She wrote in her autobiography that she wanted to return to live in Hobart ... Christie may not have made it back, but she's inspired hundreds of people to gather at Murder She Wrote this year in her honour.'

The four-day book spree includes Masterclasses, Workshops, Incisive literary discussions and a Murder Mystery Party set in 1920s Cairo.



# FURTHER INFORMATION

To discuss any of these partnership opportunities, please contact our Festival Director, Dr L.J.M. Owen, at

[enquiries@terraustralisfestival.com](mailto:enquiries@terraustralisfestival.com)

Website: [www.terraustralisfestival.com](http://www.terraustralisfestival.com)

Facebook: @TerrorAustralisFestival

Twitter: @TerrorAustFest

Instagram: @terraustralisfestival



## Auspicious Arts Projects Inc.

TAF2019 will be auspiced by Auspicious Arts Projects Inc. They provide oversight to all budgetary and workforce aspects of the project, as well as \$20m public liability insurance.

