



Hunter Writers Centre Strategic Plan 2019-2021

Definition and Purpose

This Strategic Plan outlines the vision, policy and sustainable activities that are designed to enhance the reputation, reach and resourcefulness of the Hunter Writers Centre (HWC). Based on discussion and feedback from HWC Director and Board Members, this paper articulates the agreed strategic direction of the Hunter Writers Centre from 2019-2021.

Mission

Hunter Writers Centres is a not-for-profit, incorporated organisation devoted to engaging, educating and employing aspiring and established writers in the Hunter Region of New South Wales and nationally throughout Australia.

Vision

Hunter Writers Centre aspires to be a leader in delivering a vibrant, active and contemporary range of activities that promote writing excellence in Australia, specifically in the Hunter Region of New South Wales. Building upon the Centre's success to date, we endeavour to maintain and grow our region's writing diversity and talent. Through our membership program, national writing competitions and community events, we support the tradition of storytelling and strive to share literary outputs in both traditional and fresh and innovative ways.

Organisational Structure

HWC is an incorporated, not-for-profit organisation established in 1995. The organisational structure of both paid and volunteer positions.

Hunter Writers Centre is supported through grant funding, fees from various activities (membership, competitions, workshops and events) and book sales.

Summary of Delivery & Measurement of Achievement¹

Further to the HWC’s mission to engage, educate and employ writers of the Hunter Region and Australia, the summary of plans will be broken down according to:

Engagement
Education
Employment

Delivery Area	Delivery Mechanism	Measurement of Achievement
Engagement	<ul style="list-style-type: none"> • <i>Maitland Life Stories</i> – digital multimedia ‘story board’ of people of the Maitland region in relationship to places of the region • Youth Projects: Her_Art_Open, HWC live readings and writing projects open to youth • Collaborate with community groups to assist with implementation of programs • Partner with local, regional, state and national organisations: University of Newcastle, libraries, relevant NFPs, charities and private businesses, Create NSW, potential sponsors and donors, other writers centres. • Continue to source appropriate locations for ongoing activities reflecting our regional reach: <ul style="list-style-type: none"> + Newcastle: Merewether, Wickham, Wallsend, Newcastle city, Adamstown + Lake Macquarie: Speers Point, Toronto, Belmont + Maitland: East Maitland, Maitland + Upper Hunter: Muswellbrook, Dungog, Scone, Singleton • Maintain ongoing communications to members and the broader community: website, social media; newsletters, direct email; anthology publications; via broader forums (e.g. Amazon, Booktopia, Ingram Spark) • Provide quality support to members: regular writing groups, newsletters, specialised writing projects; regular forum to publish and promote 	<ul style="list-style-type: none"> • Number of new or continuing partnerships/collaborations • Quality of activities • Reach/diversity of locations for activities

¹ Exact activities will change year-to-year, and will require discussion and reassessment on a yearly basis.

	<p>works by HWC members: HWC blog and www.hunterstorytellers.com; Specialised monthly workshops.</p> <ul style="list-style-type: none"> • Special Projects 2019 - 2020: <ul style="list-style-type: none"> + History Festival – History Week, September – in partnership with Lake Macquarie Libraries + Meet the Mob – in partnership with Aboriginal editor Donna Fernando and radio presenter Jill Emberson + Living with Disability – guest blogger 2020 – Lauren Hislop • National Projects: <ul style="list-style-type: none"> + Grieve – national writing project in honour of Grief Awareness month – 2020=8th year + Newcastle Poetry Prize – 2020=39th year + Newcastle Short Story Award – short story writing competition <p>The above 3 competitions result in anthologies typeset and published.</p>	
Education	<p>Provide specialised monthly workshops for the whole community including: eg. Writing for Children, Editing, Poetry, Speculative Fiction, Understanding Story Structure, Memoir and Life Writing and more</p>	<ul style="list-style-type: none"> • Number of participants for events • Income generated from activities • Quality of events • Demographics for events
Employment	<p>Employ writers who can act as tutors, mentors, hosts and facilitators, readers, writers, bloggers and publishers for the advancement of the HWC’s Vision.</p>	<ul style="list-style-type: none"> • Number of writers employed in the Hunter Region.

Standing Operation and Governance

Further to these outward-facing Delivery Mechanisms, the HWC will continue its standing activities, including:

- Appropriate governance and operational practices
- Appropriate levels of employee resources
- Ongoing partnerships with grant funding bodies
- Fundraising / sponsorship activities as appropriate

Staged Timing

This Strategic Plan is designed to be implemented immediately and carried forward over a three (3) year period. Annual measurement is needed to ensure plan is on track.

Conclusion

With annual measurement against the goals outlined in this Strategic Plan, the HWC can expect to fulfil its vision to be a leader in delivering a vibrant, active and contemporary range of activities that promote writing excellence in Australia.