Words on the Waves
Local Author Book Launch Program

Words on the Waves
WRITERS FESTIVAL
May 29 - June 3, 2024

About Words on the Waves
Words on the Waves is a not-for-profit writers' festival based on the Central Coast, NSW. In 2024 it will celebrate its fourth annual event, taking place May 29 – June 3 with a range of author talks, poetry readings, storytelling evenings, children's book events and a literary cruise.

About the Local Author Book Launch Program
Words on the Waves assists local Central Coast authors in launching their new books as part of the Local Author Book Launch Program. The purpose of the Local Author Book Launch Program is to shine a spotlight on local talent. This program runs before, during and after the main festival, and successful authors are matched with one or two other authors for joint launches to maximise buzz and capture a wider audience.

Words on the Waves secures suitable launch venues for authors, produces 'runsheets' for the events, and publicises the books and launches through inclusion on social media, the printed festival program and on the festival website. Being associated with Words on the Waves also helps in adding extra credibility to the launch event.

"Fabulous opportunity for local authors to spread the word about their books. Wonderful events bringing like-minded people together. I could not have organised a launch as good as the one I received. The publicity was fantastic. The organisation was flawless. Just brilliant."

Do I qualify?

- Was your book published in 2022 or later?
- Can you gather at least 20 people to attend?
- Do you have social media accounts to promote the event (or are you willing to get started on that immediately to build a following)?
- Will you have print copies of your book available for sale by May 2024?

If the answer to these questions is **yes**, you should apply!

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OUT&ABOUT

Self care book launch at Writers Festival

Two local authors will share their lived experience, transforming their wounds into wisdom, at a special book launch at Umina Beach on June 5 as part of the Words on the Waves Writers Festival.

Renee Marie Simpson's I Want to Go Home aims to help readers find empowerment and reclaim their voice after sexual assault.

As she embarks on a sailing adventure with no experience, everything goes terrifyingly wrong.

This is a must-read for survivors and allies alike.

A NSW Health psychiatrist said the book had an important message about healing, self-love and resilience.

"This is an essential read for everyone struggling with a traumatic experience that causes you to feel powerless and small," she said.

"I think it is very clever how it focuses on the healing journey rather than the traumatic experience.

"This not only makes it more relatable for everyone but also sends a powerful, hopeful and inspiring message.

"You can't always control what happened to you, but you can control how you face your demons.

"And to top it all off; it is creatively written and describes an epic adventure around the world."

Robyn Collins never expected to experience the sudden death of her newborn baby and the depth of grief and depression that followed.

In Return to Soul, she shares her personal story, the journey of communication and guidance from the spirit of her daughter and the insights from this essential discovery.

"Stories are often about people, and a good story is about something we can relate to or identify with," Simpson said.

"Identifying with a story is important because it can help shape the outcome of any personal struggles we may be dealing with.

"Sharing or listening to someone talk about a lived experience can be relatable to has a number of advantages.

"It can help show you're not alone, help others make sense of the senseless, help normalise mental health conditions and disorders, reconnect the fragmented pieces of suffering and lead to hope."

The Self Care Book Launch will take place from 5.30pm to 6.30pm on Monday, June 5, at Centered Ceramics, 246 West St, Umina Beach.

Help your Book Launch succeed

Words on the Waves supplies:

- Social media post
- Facebook Event
- Inclusion in our widely distributed print program booklet (1500 copies) (*2023 feature at right*)
- Inclusion on our website (www.wordsonthewaves.com.au)
- Inclusion of program in our festival press release

Book Launches

The Book Launch Program is a topshelf array of local authors who have new books they'd love you to know about! These events are completely free to attend, with RSVPs recommended. Browse the selection below, spanning May 31 - June 10, from fiction to poetry, memoir to picture books.

CHRISTOPHER KAYE & WILL SMALL
Featured titles: *Fish Hanging From a Fence Drying in the Sun and Poems for When the World is Ending*
When: Wednesday May 31 | Doors 5pm for a 5:30pm start
Where: The Art House Wyong

L.L. HUNTER, PHILIPPA KAYE & HAZEL PATON
Featured titles: *House of Fire and Blood, Girl Detectives Just Wanna Have Fun and The Missing Years*
When: Thurs June 1 | Doors 5:30pm for a 6pm start
Where: Kincumber Library

FABER ANTHOLOGY, PRESENTED BY GRETCHEN SHIRM
Featured title: *Faber Anthology 2022*
When: Saturday June 3 | 5:00pm - 6:30pm
Where: Ocean Beach SLSC

PETER COMERFORD
Featured title: *The Maliau Caves Adventure*
When: Sunday June 4 | 9:45am – 10:15am
Where: Everglades Woy Woy

BRIDOET ACREMAN & PATRICIA FLANNERY
Featured titles: *The Wizard Shark and Adventures of the She-Oak Critters*
When: Sunday June 4 | 12:30pm – 1:30pm
Where: Everglades Woy Woy

ROBYN COLLINS & RENEE SIMPSON
Featured titles: *Return to Soul and I Want To Go Home*
When: Monday June 5 | Doors 5pm for a 5:30pm start
Where: Centered Ceramics Umina Beach

ZOE FARRELL & SALLY JANE SMITH
Featured titles: *Daph & Ern's Adventures and Unpacking for Greece*
When: Thurs June 8 | Doors 6:00pm for a 6:30pm Start
Where: Woy Woy Library

JUDITH KRIEGER & ANNE PERROTTET
Featured titles: *Your Native Language is Your Superpower and Thriving and Surviving Raising Thirteen*
When: Saturday June 10 | 10:30am – 11:30am
Where: Jasmine Greens Park Kiosk

To ensure your Book Launch has the best chance of success, we recommend the following:

- Share your event on Social Media
- Share your event (link to website) via email
- Invite friends, family and colleagues to your Facebook Event
- Distribute copies of the print program booklet
- Put together your own press release with the unique angle of your story and book and share with media (*2023 example at top)*

How does the program work?

1. Expressions of interest *(Late 2023)*
2. Selection process *(Late 2023/Jan 2024)*
3. Confirmation and matching of authors (*Feb 2024*)
4. Confirmation of dates and venues (*March 2024*)
5. Launches publicly announced (*April 2024*)
6. Promotion by all – typically 10-15 hours work for each author is required in preparation and promotion (From public announcement until event)
7. Runsheets developed by the Words on the Waves program manager to ensure all goes smoothly at your event (*Confirmed by 8th May, 2024*)
8. Launches are held (*30th May - 8th June*)

Please note that there is a $250 fee to participate to help covering promotion and the staff hours involved.