LOCAL AUTHOR BOOK LAUNCH PROGRAM

Words on the Waves
WRITERS FESTIVAL
May 28 – June 1, 2025

BACKGROUND

About Words on the Waves
Words on the Waves is a not-for-profit writers' festival based on the Central Coast, NSW. In 2025 it will celebrate its fifth annual event, taking place **May 28 – June 1** with a range of author talks, workshops, poetry readings, storytelling evenings, children's book events and a festival marquee in the park.

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, connecting new writers with readers. 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.

"If one subscribes to the marketing mantra that customers, on average, need to be exposed to a brand seven times before making a purchase, the incremental effect of so many eyes on Words on the Waves promotional material is invaluable, regardless of how many RSVPs resulted from this coverage." –
***Sally Smith, author of* Repacking for Greece**

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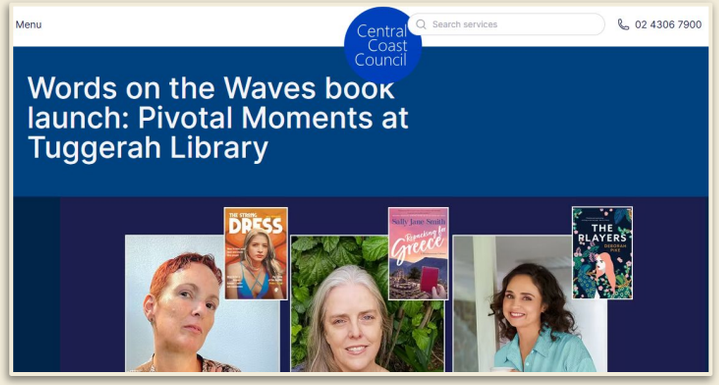
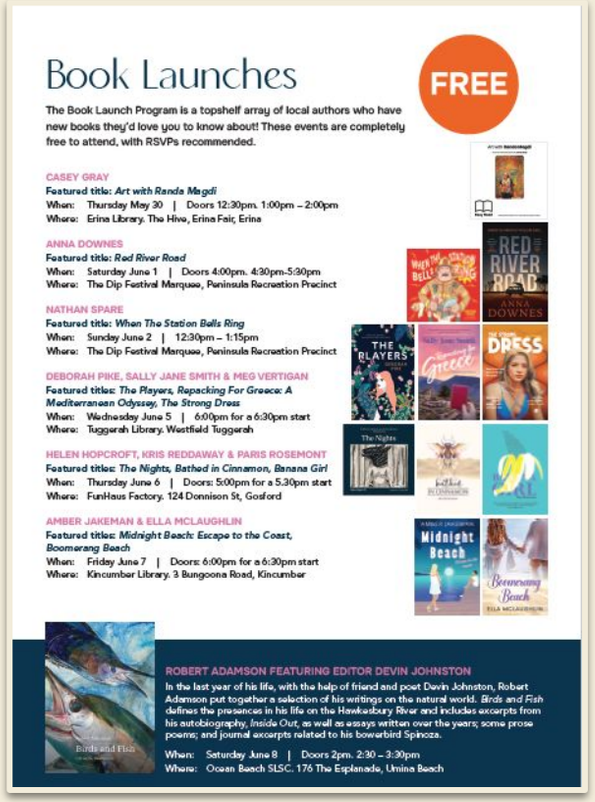
WHAT IS PROVIDED?

Words on the Waves offers the following benefits for successful Book Launch applicants:

☑️ Suitable launch venues
☑️ Best practice ‘runsheets’ for the events
☑️ Promotion of the books and launches through e-newsletter, social media, the printed festival program and on the festival website
☑️ Association with Words on the Waves also helps in adding extra credibility to the launch event.





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DO I QUALIFY?

☑️ Was your book published in 2024 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 2025?
☑️ Am I happy to pay the $250 fee required to be part of the program?

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

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HELP YOUR BOOK LAUNCH SUCCEED

Words on the Waves supplies:
☑️ Social media post
☑️ Facebook Event
☑️ Inclusion in our widely distributed print program booklet (2000 copies)
☑️ Inclusion on our website (www.wordsonthewaves.com.au)
☑️ Inclusion of program in our festival press release
☑️ Venue partners that support the events (including Central Coast Libraries)

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

"[The most valuable part] was the opportunity to associate my kid's book with the 'Words on the Waves Central Coast Writers Festival' and to be apart of and be seen as being a part of the event and the obvious much bigger names in the industry." –
***Nathan Spare, author of* When the Station Bell Rings**

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PROGRAM TIMELINE

1. Expressions of interest (Late 2024)
2. Selection process (Late 2024/Jan 2025)
3. Confirmation and matching of authors (Feb 2025)
4. Confirmation of dates and venues (March 2025)
5. Launches publicly announced (April 2025)
6. Invoices sent to participants (May 2025)*
7. Promotion by all – typically 10-15 hours work for each author is required in preparation and promotion
8. Runsheets developed by the Words on the Waves program manager to ensure event runs smoothly (Confirmed by 12th May, 2025)
9. Launches are held (28th May - 8th June, 2025)

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

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