

**3rd International
Australia & New Zealand SCBWI Conference**



17-19th September 2010
At The Hughenden Hotel
14 Queen Street Woollahra, Sydney



Registration:

3 – 5.30 p.m. Friday 17th & 7.30 to 8.30 a.m Saturday 18th

Friday 17th September 2010

4 - 5 p.m. Optional workshop group meetings – pre registration required.

5.30 pm. Pre-conference drinks at the launch of Aleesah Darlinson and Serena Geddes
'Persephone Pinchgut' Publisher New Frontier launched by Sophia Whitfield

Conference Opening Dinner: 6.30 p.m.

Welcome by Christopher Cheng and Susanne Gervay co-Regional Advisors, SCBWI
Australia and New Zealand to Lin Oliver author, film maker and Executive Director SCBWI
International, Corinne King ARA Vic, Dianne Wolfer ARA WA, Frane Lessac Illustrator
Coordinator, Frances Plumpton Coordinator New Zealand, Peter Taylor Coordinator
Queensland.

Welcome to Australian publishers and Kira Lynn, Publishing Director, Kane Miller Books,
USA and Zoe Rodriguez from CAL and delegates.

Launch by Sarah Foster Walker Books of 'Hank Zipzer' by Lin Oliver and Henry Winkler.

Greet and meet publishers, authors, illustrators and delegates

Saturday 18th September 2010

8.50 am - Introduction by Christopher Cheng and Susanne Gervay

Session 1: 9.00 – 9.50 am

Inside information:- Why and what Australian and New Zealand books Kane Miller USA Publish.

Kira Lynn – Publisher Kane & Miller USA

Chair: Christopher Cheng

Session 2: 10.00 am – 11 am

Australian Publishers reveal the new trends and what they are looking to publish.

Lisa Berryman (HarperCollins), Maryann Ballantyne (Black Dog Books), Lindsay Knight (Random House), Erica Wagner (Allen & Unwin), Jane Godwin (Penguin)

Chair: Susanne Gervay

Morning Tea 11 – 11.45

Session 3: 11.45 – 12.30 pm

Reaching the world through SCBWI - inside publishing information, opportunities and networks.

Lin Oliver and Christopher Cheng

Chair: Corinne King

Session 4: 12.30 – 1.30 pm

Introduction to how to pitch a book and real life pitches

5 Minute Author and Illustrator presentations to a panel of publishers *

Zoe Walton (Random House) Maryann Ballantyne (Black Dog Books), Leonie Tyle (Woolshed Press and imprint of Random House), Lisa Berryman (HarperCollins)

* Competitive selection.

Lunch: 1.30-2.30 p.m.

Session 5: 2.30 – 3.15 pm

How to create a best seller from the concept to the marketing

Gabrielle Lord, Kira Lynn, Andrew Berkhut (Scholastic)

Chair: Dianne Wolfer

Session 6: 3.30 – 5.00

Small group workshop sessions with a publisher and SCBWI team leader spearheading questions on writing, crafting, submission, publication, marketing, media.

Workshop leaders Christopher Cheng, Susanne Gervay, Corinne King, Frane Lessac, Dianne Wolfer, Frances Plumpton, Peter Taylor.

Kira Lynn, Lisa Berryman, Maryanne Ballantyne, Zoe Walton, Leonie Tyle, Erica Wagner, Zoe Walton

Book Launch 5.00 pm

Precious Little Picture Book by Julie Hunt and Gaye Chapman Allen & Unwin.

Launched by Erica Wagner

Conference Dinner 7 pm.:

At this dinner we will also be announcing the winner of the inaugural Silver Kite Award.

Sunday 19th September 2010

Session 7: 9.00 – 10.00 am

Industry News

Zoe Rodriguez (CAL), Teresa Culkin-Lawrence (illustrator), Hazel Edwards (ASA)

Chair: Frane Lessac

Session 8: 10.00 – 10.45 am

All you wanted to know from Bologna Book Fair

Frane Lessac, Frances Plumpton, Dianne Wolfer, Corinne King, Peter Taylor

Chair: Susanne Gervay

Morning Tea: 10.45- 11.30 am

Session 9: 11.30- 12.30 p.m.

How to Get Published regularly in the Educational Market

Stephen Wilson (e:lit general manager and educational publisher) and Pamela Rushby (award winning author, video and multi media film maker, journalist, educational writer)

Book Launch: 12.30 Launch

Sue Whiting's *Get a Grip, Cooper Jones*

To be launched by Susanne Gervay

Lunch 1 -2 p.m.

Session 10: 2– 3.00 pm

Q & A – Publishing panel

Lisa Berryman, Kiri Lynn, Maryanne Ballantyne, Leonie Tyle, Jane Godwin

Chair: Frances Plumpton

Session 11: 3 -3.45 p.m.

Pitfalls and trip ups: as SCBWI leaders pitch their work to a surprise publisher

Session 12: 4 pm

The Children of the Australian Bush Fires and the launch of the Hope Cards

The SCBWI authors and illustrators of the world illustrated and sent words across the globe to give Hope the children and families of the Australian Bush Fires.

With special thanks to Jan Latta who designed the HOPE CARDS

Corinne King will speak about the SCBWI response to the book appeal for Marysville School which was destroyed in the fire. It was driven by Corinne King and Christopher Cheng with special acknowledgement to Claire Saxby.

Susanne Gervay will launch the Hope Cards and art exhibition of the Hope Cards.

Book sales and signing

And Close....

*** Please note programme is subject to change.

SCBWI Australia and New Zealand

Consultations for Illustrators and Authors:

With Kira Lynn (KaneMiller Books), Sue Whiting (Walker Books), Heather Curdue (Penguin Books) and other commissioning editors/publishers

Only email submissions accepted (further information on website)

Authors

Maximum of ten pages information:--

The ten pages to be double spaced in A 4 to include:-

- *Synopsis – maximum one page*
- *Author background – maximum one page*
- *Paragraph or point form on what you want to learn from this assessment*
- *Manuscript – maximum 8 pages*

Illustrators

Send portfolio of work:-

Include:-

Illustrator background – maximum one page

Paragraph on what you want to learn from the assessment

Cost is \$65 for session of 30 minutes

Limited space available, Competitive selection.

Pitch Session

Pitch your idea in 5 minutes.

- *Drop you name in the pitch box at the conference before lunch*
On 18th September
- *Names are drawn out of the box*
- *Panel of publishers and editors will comment*
- *Make sure your pitch is entertaining*
 - *do not tell the plot*
 - *focus on the concept*



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