

FRIDAY 11 AUGUST 2023

8.00am – 5.00pm	Registration: Level 3 foyer		
9.00am – 4.00pm	Pitching room: Hobart room		
9.15am – 11am	OPTIONAL WORKSHOPS - <i>Workshops attract and additional fee to attend and pre-registration is required.</i>		
	<p style="text-align: center;">MELBOURNE ROOM <i>Moderator: Dani McLean</i></p> <p style="text-align: center;">12 months to quit <i>Steffanie Holmes</i></p> <p>Are you writing and publishing like mad but feel like you aren't making progress? Are you struggling to find ways to market your books? Do you do ALL THE THINGS but aren't seeing the success you crave?</p> <p>Join romance author Steff Holmes as she shows you how to create the plan, the tools, and the mindset to rock your writing dreams. In the morning, Steff will take you on a journey through the current world of publishing, showing you the strategies she uses and teaches to help authors sell more books, turn readers into superfans, and have fun doing it. We'll cover 7 key areas:</p> <p>Part 1: What does success look like to you?; Part 2: Tropes, trends, reader expectations; Part 3: Writing for your future superfans. Part 4: Packaging your words to sell; Part 5: Growing your readership; Part 6: Leveling up your career; Part 7: Looking after yourself.</p> <p>In the afternoon, we'll take everything we've just talked about and apply it to creating your own personal 12-month author strategy. This document will guide you over the next twelve months – it covers your writing, research, publishing, and marketing plan. Steff will share with you her own strategy documents and give you tons of examples and guidance to create a document that will not on.</p> <p>In the afternoon session, I will walk you through creating your own strategy for the next twelve months – with the goal of quitting your day job or levelling up your career. This will build on the techniques and concepts you learned in the morning sessions. We'll define your goals, look at what assets and strengths you already have, assess your biggest hurdles and the areas where you feel overwhelmed or uncertain, and build a plan you can get excited about. You'll leave this session with a solid plan and buzzing with all the possibilities!</p>	<p style="text-align: center;">PERTH ROOM <i>Moderator: Jem McCusker</i></p> <p style="text-align: center;">Anatomy of a character <i>Rachel Bailey</i></p> <p>We'll deep dive into character creation and change the way you approach writing your characters. From basics like backstory, dreams, fears, and voice, right through to advanced content, like character systems and an easy to apply reader engagement model, this workshop will take your characters to the next level. Rachel will provide a framework that will have readers cheering for your characters - and lining up for your next book.</p>	<p style="text-align: center;">BRISBANE ROOM <i>Moderator: Louisa West</i></p> <p style="text-align: center;">Romancing the media <i>Penny Carroll & Maya Linnell</i></p> <p>This lively workshop will demystify the world of media outreach for authors, both indie and trad-pubbed. We'll get you set up with the basics, such as preparing a media release; the dos and don'ts of reaching out to editors/journos; targeting the right outlets for your book and finding multiple angles in your story; and essentials for your media toolbox (good headphones, Zoom backdrop etc). Then we'll delve into the interview process (for print, radio and TV) - what to expect and how to manage nerves; how to deal with sticky questions and key points for encouraging romance-positive messaging; plus how to be your publicist's best wingman (for trad-pubbed authors). The presentation will include pre-recorded tips from industry insiders, including book publicists and media professionals. There will also be an opportunity for one or two willing participants to engage in a mock media interview to sharpen their skills, and we can ask a couple of participants to submit their media release ahead of the workshop to show them a practical before-and-after polish to create an attention-grabbing release. Participants will leave with a cheat sheet for answering questions about the romance genre to ensure they have the tools to positively portray romance stories in the media.</p>
11.00am – 11.30am	MORNING TEA: Level 3 foyer		

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FRIDAY 11 AUGUST 2023

11.30am – 1.00pm	MELBOURNE ROOM <i>Moderator: Dani McLean</i>	PERTH ROOM <i>Moderator: Jem McCusker</i>	
	12 months to quit <i>Cont.</i>	Anatomy of a character <i>Cont.</i>	
1.00pm – 2.00pm	LUNCH: Level 3 foyer – seating available in the Brisbane room		
2.00pm – 3.00pm	MELBOURNE ROOM <i>Moderator: Dani McLean</i>	PERTH ROOM <i>Moderator: Listya Elliott</i>	
	12 months to quit <i>Cont.</i>	Revisions: how to tackle them without the tears and tantrums <i>Pippa Roscoe</i> Though revisions are integral to the writing process they can often cause the most upset. But it doesn't have to be that way! In this workshop we'll explore what they are, why we find them so hard and offer practical ways of how to get them done. You'll leave ready to tackle your revisions with a confidence and excitement that will not only make your manuscripts better but also your working relationship with your editor/publisher.	
3.00pm - 3.30pm	AFTERNOON TEA: Level 3 foyer		
3.30pm – 5.00pm	MELBOURNE ROOM <i>Moderator: Dani McLean</i>	PERTH ROOM <i>Moderator: Listya Elliott</i>	
	12 months to quit <i>Cont.</i>	Revisions: how to tackle them without the tears and tantrums <i>Cont.</i>	
6.00pm - 6.30pm	Newbies welcome with chat by Victoria Purman: Brisbane room		
6.30pm - 9.30pm	Draft to Digital <i>All That Glitters</i> Cocktail party: Sydney room and Perth room		

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SATURDAY 12 AUGUST 2023

7.30am – 5.00pm	Registration: Level 3 foyer			
7.30am – 5.00pm	Harlequin Writers room: Canberra room			
9.00am – 4.00pm	Pitching room: Hobart room			
8.30am – 11.15am	PLENARY SESSION: Wentworth Ballroom Moderator: Rachael Johns			
8.30am	Conference welcome & Acknowledgement of Country			
8.45am	Official launch – <i>Sweet Treats Lollipops</i> and <i>Spicy Bites Silk RWAus</i> anthologies			
9.15am	Don't quit before the miracle (and other things I've learned about publishing romance) <i>Steffanie Holmes</i>			
10.00am	Mini break: Level 3 foyer			
10.15am	Fresh off the press (what's hot, what's not, and what will be) Moderator: Pamela Cook <i>Tanera Simons, Kelly Hunter (Tule), Anthea Bariamis (Simon & Schuster), and Jo Mackay (Harlequin)</i>			
11.15am - 11.45am	MORNING TEA: Level 3 foyer			
11.45am – 12.45pm	CONCURRENT SESSIONS			
	PERTH ROOM Craft – Genre Moderator: Alison Stuart	SYDNEY ROOM Craft – Research Moderator: Elly Rosen	MELBOURNE ROOM Craft – Process Moderator: Catherine Guerds	BRISBANE ROOM Business / Tech Moderator: Cathryn Hein
	The undressing of a heroine OR How easy is it to rip a bodice? <i>Cathleen Ross, Bronwyn Parry, Beverley Oakley & Elizabeth Rolls</i> The workshop of 60 minutes will present the clothing of the periods from Regency to Victorian including evening, day and underwear or lack of it. Participants will benefit from seeing and feeling the costumes made by experts, the Lady Beverley and the Lady Bronwyn. Lady Whistledown will share some salacious gossip while the heroines get ready for their meeting with the hero, and the audience will explore whether it is possible to rip a bodice.	Unmasking death <i>Tracey Rosen</i> Death is a rarely discussed part of our reality, and representations in literature and on the screen can be done well, but are often poorly represented in both the practical considerations and the emotional reactions. Participants will not only hear real stories, we will also look at examples in both film and literature across a variety of genres and look at what works, what doesn't and where it falls down.	Be your own developmental editor <i>Amanda Ashby</i> Congratulations, you've finished the first draft of your manuscript, but what now? A lot of advice simply tells aspiring authors to keep polishing it until it gleams. But what does that mean? Learning how to go through a first draft with a 'big picture' developmental eye is an important part of every author's toolbox, so we'll be looking at plot, character development and how to make scenes really pop on the page!	10 tricks & traps of publishing contracts <i>Alex Adsett</i> Ten vital things to consider before you sign on the dotted line of a publishing contract. What rights are you actually giving away? Are you getting a fair royalty? Will you ever get your rights back? What does a "normal" publishing contract look like anyway? Whether you're an established or emerging author, come along to hear agent and consultant Alex Adsett discuss some of the sneakier things in publishing contracts, and how to avoid them.
12.45pm – 13.45pm	LUNCH: Level 3 foyer – seating available in the Sydney room			
13.15pm – 13.35pm	Slowly, then all at once - my journey through burn out: Sydney room Moderator: Jem McCusker <i>Amy Andrews</i> Join Amy for a lunch time address as she talks about the long reach of burn out and how to both avoid and survive it.			

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SATURDAY 12 AUGUST 2023

13.45pm – 2.45pm	CONCURRENT SESSIONS			
	PERTH ROOM Craft – Genre <i>Moderator: Jacinta Peachy</i>	SYDNEY ROOM Craft – Research <i>Moderator: Rachel Bailey</i>	MELBOURNE ROOM Craft – Process <i>Moderator: Jan MacNally</i>	BRISBANE ROOM Business / Tech <i>Moderator: Sarah Begg</i>
	<p style="text-align: center;">Turning to crime <i>Alison Stuart</i></p> <p>In this workshop, Alison will introduce participants to the elements of writing a crime/mystery series or stand alone book incorporating romantic elements. Alison will discuss the importance of world-building and character development and arcs for your key players. She will introduce the concept of a series arc and plot beats in planning your book/series and how to merge the elements of a crime and mystery story with those of a romance.</p>	<p style="text-align: center;">The questions of disability representation <i>Isla Farr</i></p> <p>In this workshop we will work together to understand the ways disability can and have been represented. Through looking at multiple examples and our own experiences, we will find new nuanced and realistic ways of representing disability that are accurate and supportive. My goal is to show you that representing disability doesn't have to be daunting nor the pinnacle of your work by busting stereotypes and understanding our own perceptions of disability.</p>	<p style="text-align: center;">Taming the voices: how to write in multiple point of view <i>Cassie Hamer</i></p> <p>Writing a novel from multiple points of view is a popular method of storytelling, but is it right for your story? In this one hour workshop, we examine the pros and cons of writing from different character viewpoints and how this method can be applied to your story. Through tips, tricks and exercises, you'll understand how multi-POV affects structure and how to ensure readers enjoy each narrative arc equally while maintaining a page-turning pace.</p>	<p style="text-align: center;">From PDF to MP3: audiobooks made easy <i>Jodie Harris</i></p> <p>This workshop will take an in-depth look into the audiobook industry and production process, with a Q&A to finish. From your initial decision to casting the perfect voice, what your role is in the production process and on to production and distribution options available from Australia, you'll gain a deeper understanding of what can often be a daunting process and enable you to choose a way forward into audio that is right for you.</p>
14.45pm – 3.15pm	AFTERNOON TEA: Level 3 foyer			
3.15pm – 4.15pm	CONCURRENT SESSIONS			
	PERTH ROOM Craft – Genre <i>Moderator: Louisa West</i>	SYDNEY ROOM Craft – Research <i>Moderator: Ella Sweetland</i>	MELBOURNE ROOM Craft – Process <i>Moderator: Deb Deasey</i>	BRISBANE ROOM Business / Tech <i>Moderator: Emily Madden</i>
	<p style="text-align: center;">Writing reverse harem for fun and money <i>Steffanie Holmes</i></p> <p>In a reverse harem or whychoose romance novel, our lucky heroine has three or more love interests, and she doesn't have to choose between them! Come along and get the scoop from an Amazon top-20 reverse harem author on what readers expect from a whychoose story, what the current market looks like, the types of books readers are excited about, and how to package and market your RH books to sell in 2023.</p>	<p style="text-align: center;">World building through action <i>Jo Riccioni</i></p> <p>This one-hour workshop originates from the famous directive of Elmore Leonard to "leave out the parts readers tend to skip". With that in mind, we will focus on the opening chapter of your work-in-progress, analyzing how we can immediately establish world-building through character, action and dialogue, rather than lengthy paragraphs of scene-setting and landscape. The aim is to seize the attention of readers and keep them engrossed. Suitable for beginner or developed writers.</p>	<p style="text-align: center;">How do you get published? Victoria Purman, Jo Dixon & Renae Black <i>Sponsored by Harlequin</i></p> <p>And if your book does land a publishing deal, how can you contribute to its success? Authors Victoria Purman, Jo Dixon and Renae Black ask HQ and Escape Publishing and Marketing the tough questions you always wanted answered.</p>	<p style="text-align: center;">Author website essentials <i>Michelle Barraclough</i></p> <p>Creating an author website can be daunting. Even when you've finally taken the plunge, knowing whether you've ticked all the boxes on creating a beautiful but fully functional website can be equally tricky. In this session, Michelle Barraclough will give you practical tips on how to get started, how to create your brand (colours, fonts, all the fun stuff!), what to include on each page, ideas for blogging and newsletters, plus a few handy resources.</p>
4.30pm – 5.30pm	LGBTQIA+ Networking Event: Brisbane room <i>If you're lesbian, gay, bisexual, transgender, intersex, queer/questioning, asexual plus! Or if you're someone who advocates for the equal treatment for all people regardless of their sex, sexuality, gender identity or relationships, join the RWA Diversity team at this networking event. There's no RWA LGBTQIA+ community without you! LGBTQIA+ delegates and allies are invited to chat or chill with new writing friends. Discuss your writing journey, the publishing industry, and share ideas about what RWAus can do to support you.</i>			
7pm – 11.45pm	Harlequin Gala Awards Dinner: Wentworth Ballroom			

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7.30am – 4.00pm	Registration: Level 3 foyer
7.30am – 2.10pm	Harlequin Writers room: Canberra room
9.00am – 2.00pm	Pitching room: Hobart room

8.30am – 9.30am	CONCURRENT SESSIONS			
	PERTH ROOM <small>Craft – Genre</small> Moderator: Sarah Begg	SYDNEY ROOM <small>Craft – Research</small> Moderator: Catherine Guerds	MELBOURNE ROOM <small>Craft – Process</small> Moderator: Penelope Janu	BRISBANE ROOM <small>Business / Tech</small> Moderator: Louisa Duval
	<p style="text-align: center;">How to stand out in a crowd (RomCom edition) <i>Stefanie London</i></p> <p>The publishing industry is more crowded than ever. Finding readers, capturing the attention of casual Amazon browsers or snagging an agent or publishing contract requires a standout story, strong voice and high-quality writing. This workshop will take you from concept to execution, focusing on all the elements that will help your story grab attention and build a loyal and hungry readership, with specific examples from one of romance's current hottest sub-genres; romantic comedy.</p>	<p style="text-align: center;">Epistolary Novels - hard to say, but fun to write <i>Alison Reynolds</i></p> <p>Want to know all about your characters – write an epistolary novels. They are easy and enticing to read. Many of us fell in love with the easy charm of Helen Fielding's <i>Bridget Jones's Diary</i>. Who doesn't enjoy the delicious naughtiness of reading somebody else's diary or letters without guilt? Want your readers to read between the lines? Why not mix up your writing and add an epistolary element? Let me show you how!</p>	<p style="text-align: center;">D is for Dialogue <i>Victoria Purman</i></p> <p>This workshop will help you understand the role of dialogue in a novel and give you the tools to sharpen it so your characters sound like real people having real conversations. You'll come away with a greater understanding of how dialogue can be used to reveal character, deepen conflict, move your story forward and provide the subtext readers love.</p>	<p style="text-align: center;">Author newsletters: the humble star of the marketing mix <i>Megan Mayfair</i></p> <p>Newsletters are an efficient and cost-effective marketing strategy for authors. While they may seem old-fashioned or dare I say <i>*boring*</i>, a solid mailing list, consistent delivery and relevant content helps sell books and drive reader loyalty. We'll dive into the latest industry email marketing trends, discuss strategies to improve engagement and create your own customisable content calendar to create gorgeous, yet 'set-and-forget' newsletters to free up your time to focus on what's really important: writing.</p>

9.30am – 9.40am	Movement between rooms
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9.40am – 10.40am	CONCURRENT SESSIONS			
	PERTH ROOM <small>Craft – Genre</small> Moderator: Rachael Johns	SYDNEY ROOM <small>Craft – Research</small> Moderator: Ella Sweetland	MELBOURNE ROOM <small>Craft – Process</small> Moderator: Louisa Duval	BRISBANE ROOM <small>Business / Tech</small> Moderator: Louisa West
	<p style="text-align: center;">Dogs, cats, horses & chooks: writing animals <i>Rachel Bailey</i></p> <p>Animal characters abound in the romance and women's fiction genres: dogs, cats, birds, horses, goats, as well as more unusual animals. When the animal character is written well, readers have a strong emotional response, leading to the rule of thumb for romance writers, "Don't kill the dog!" Backed by Rachel's PhD research, this workshop will break down the creation of animal characters so you can write animals who leap from the page into reader's hearts.</p>	<p style="text-align: center;">We're all indi-viduals <i>Monique McDonnell & Sasha Cottman</i></p> <p>With well over 100 titles between them the panellists will discuss their differing approaches to indie publishing. The panel will demonstrate that there is not a one-size fits all approach to indie publishing but that everyone can find a way to make it work for them. The panellists have differing approaches and have built careers based on a variety of criteria from time commitments, budget and sub-genre which they will outline during the panel.</p>	<p style="text-align: center;">Weaving personal stories and experience into entertaining and romantic fiction <i>Saman Shad & Emma Grey</i> <i>Sponsored by Penguin Random House</i></p> <p>Join Saman Shad, debut author of <i>THE MATCHMAKER</i> and novelist Emma Grey, author of <i>THE LAST LOVE NOTE</i>, as they discuss the joys and complexities of weaving their lived experiences into entertaining (and seven comedic!) romantic fiction. The discussion will cover Emma's experience writing her first adult novel in the wake of her husband's death and Saman's experience as a self-described 'third culture kid' and her story's setting in the vibrant desi community in Sydney.</p>	<p style="text-align: center;">Level up your Tik Tok game <i>Ali Mulford & Anne Kemp</i></p> <p>Unleash your TikTok creativity and amplify your impact as an author! Join the Sustainable Socials dream team, A.K. Mulford and Anne Kemp, as they reveal secrets for consistently building a readership and selling books through TikTok without going viral or burning out. Discover how to post authentically, attract the right audience, boost engagement, and find balance between author life and content creation. Whether you're an intermediate or advanced user, this workshop has something for everyone.</p>

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SUNDAY 13 AUGUST 2023

10.40am – 11.10am	MORNING TEA: Level 3 foyer			
11.10am – 12.10pm	CONCURRENT SESSIONS			
	PERTH ROOM Craft – Genre <i>Moderator: Jacinta Peachey</i>	SYDNEY ROOM Craft – Research <i>Moderator: Lauren McKellar</i>	MELBOURNE ROOM Craft – Process <i>Moderator: Gillian Clive</i>	BRISBANE ROOM Business / Tech <i>Moderator: Valerie Miller</i>
	<p style="text-align: center;">Roadmap to rural <i>Rachael Donovan: Publisher</i> <i>Janet Gover: Author</i> <i>Penelope Janu: Author</i> Sponsored by Harlequin</p> <p>Join our Harlequin sponsored panel featuring bestselling authors and publishing team members as they deconstruct the hallmarks of rural romance. With publisher, Rachael Donovan and authors TBC.</p>	<p style="text-align: center;">Stuck, blocked, or burned out? <i>Becca Syme</i></p> <p>Are you stuck in your writing? Struggle with writer's block? Afraid you're burned out? This is the workshop for you.</p> <p>There are lots of reasons we might not be writing, and some of them are even about another b-word... beneficial. So come to this talk and learn, when might not-writing be good for me? And what can I do to fix it if it's not?</p>	<p style="text-align: center;">Surprise and delight your readers <i>Anne Gracie</i></p> <p>Making your story fresh and a little different, while still meeting readers' expectations, is crucial to publishing success. A good surprise, cleverly planted can delight readers and lift a book out of the mundane. Clumsily handled, however, it can turn readers off and cause them to lose their belief in your story and characters. This workshop will explore some tools and techniques you can use for orchestrating a good surprise in your own stories.</p>	<p style="text-align: center;">Creating anthologies <i>Ebony McKenna</i></p> <p>Thinking of running or joining an anthology? Ebony McKenna knows her way around box sets of books.</p> <p>This workshop will get you started on your next anthology collaboration, with clear goal setting and expectation management. Whether short stories, novellas or full novels, this workshop will set you on the path to success.</p>
12.10pm – 1.10pm	LUNCH: Level 3 foyer			
1.10pm – 2.10pm	CONCURRENT SESSIONS			
	PERTH ROOM Craft – Genre <i>Moderator: Jem McCusker</i>	SYDNEY ROOM Craft – Research <i>Moderator: Catherine Guerds</i>	MELBOURNE ROOM Craft – Process <i>Moderator: Nicole Flockton</i>	BRISBANE ROOM Business / Tech <i>Moderator: Gillian Clyve</i>
	<p style="text-align: center;">First Nations people want romance too <i>Dr Anita Heiss & Lisa Heidke (Darcy)</i> Sponsored by Simon & Schuster</p> <p>Anita will be in conversation with Lisa Heidke (Darcy) discussing her body of work on the themes of love and romance; from Not Meeting Mr Right and Avoiding Mr Right, to her internationally set novels, Manhattan Dreaming and Paris Dreaming. This discussion will also include Anita's original and ongoing desire to write First Nations people into the rom com landscape.</p>	<p style="text-align: center;">Are you ready for an editor? <i>Kelly Hunter</i></p> <p>Join Kelly Hunter and Cathleen Ross to uncover secrets of today's complex category romance market. What works for one publishing house may not work for another. For the willing, submit a 170-word (max) back-page blurb and the first three pages of your current story two weeks before the workshop. We'll select examples for editorial-desk discussion and Kelly will edit those first few pages in real time. *Positive, practical feedback, no tissues required. Are you ready?</p>	<p style="text-align: center;">Mining the backstory for gems <i>Shannon Curtis</i></p> <p>Romance readers care about the characters they read about, and engage with them on an emotional level. Shannon shows you HOW this works, and how to create a character readers want to care about, how to use Backstory to generate story and relationship turning points (Frontstory), why motivation MATTERS to goals and conflict – in a tried, tested and repeatable method that will help writers with their current WIP and beyond.</p>	<p style="text-align: center;">How Draft2digital is growing for you <i>Dan Wood</i> Sponsored by Draft2Digital</p> <p>In March 2022, Draft2Digital acquired Smashwords. With that merger of the two top companies in this space, the landscape for indie authors and publishers instantly changed. In this talk, we're going to tell you how consolidation will create new opportunities and open new doors for authors everywhere. We're sharing some of what we're doing behind the scenes, some of what's coming in the near future, and our take on what indie publishing is shaping into.</p>
2.10pm – 2.45pm	AFTERNOON TEA: Level 3 foyer			

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2.45pm – 5.00pm	PLENARY SESSION: Wentworth Ballroom <i>Moderator: Rachael Johns</i>	
2.45pm	Romance Writers of Australia Annual General Meeting (AGM)	
3.15pm	Staying published: how to keep riding the publishing roller coaster <i>Stefanie London</i>	
4.00pm	If we build it, they will come! <i>RWAus Feature: Enisa Haines</i>	
4.20pm	Raffle draw and silent auction winners announced	
4.30pm	Launch of 2024 conference	
4.45pm	Close of conference	

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