



Romance Writers of Australia  
**2020 VIRTUAL CON**

—❤️—  
AUGUST 12-16

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Talking...

## AUSSIE BOOKS

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CLAUDINE TINELLIS

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# Contents

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Important Information	4
Special Guests	6
Wed 12 August Workshops	8
Thu 13 August Workshops	10
Fri 14 August Workshops	12
Sat 15 August Workshops	14
Sun 16 August Workshops	16
Agents and Editors	18
Business Appointments	19
Workshop Presenters	20
Sponsors	25



## Your Conference Team

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Each year we get a new group of volunteers passionate enough to put their hand up to help organise our biggest event.



Tanya Kean  
Events  
Coordinator



Claire Boston  
Conference  
Coordinator



Michelle Diener  
Pitch  
Coordinator



Shona Husk  
Conference  
Team



Lana  
Pecherczyk  
Conference  
Team



Daniel de Lorne  
Conference  
Team



Laura Harris  
Sponsorship  
Coordinator



Donna Munro  
Registrar



Kristine Charles  
Awards Night  
Coordinator



Ebony  
McKenna  
Bookstore  
Coordinator

# *Important Information*

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## **How to Watch the Conference**

### **Registering for a Webinar**

To watch the conference, you will be sent an email with a link to the conference sessions on Webinar Ninja. Click on the link in the email, which will take you to the conference's registration page.

Check the date and time and see if you can attend. If needed, you can click the link above the registration button to convert the date and time to your timezone.

Click the registration button and you will be prompted for your name and email address to register. Fill in the registration form and click Register. If you are already logged into your WebinarNinja account, you will be registered without having to fill it in.

You will be asked for your ticket number, which is found on the original registration confirmation you received from Grenadine.

### **Attending a Webinar**

After registering on Webinar Ninja, you will receive a confirmation email and additional reminders as the webinar approaches.

Open any email from the webinar and you will see a webinar link. Click the webinar link and you will be taken to the countdown page of the webinar. This is where you can wait if the webinar has not started yet.

We recommend watching the conference on a desktop computer using Chrome or Firefox.

You can enter the studio as early as 10 minutes before the webinar start time and a button to join the webinar will become available.

### **The Webinar Page**

Once logged in, you will see the webinar page. The screen is where you will see the host's camera feed and/or presentation. Scroll down to see the questions tab underneath the webinar screen.

The questions tab is dedicated for attendee's questions so the host can easily see and answer them during the webinar. Questions can easily get lost in the chat so we encourage attendees to type in questions in the questions tab.

(Please note: questions are only available on live sessions and presenters may not have time to answer everything.)

## **Session Times and Time Zones**

Session times are listed in the schedule and include all Australian time zones. Sessions will start on time, however, if you miss a session, you can join late. Please note that program times may be subject to change without notice.

Most workshops will be available for three months after the conference for you to watch at your leisure.

## *Important Information*

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### **Close Captioning**

Some workshops will be close captioned when they are presented, however, after the conference ends, all workshops will have close captioning on replay. Sessions with CC marked next to them will have closed captions on the day.

### **Social Media**

You can join in the fun by uploading your pics and posts to social media and using the hashtag **#RWAus20**.

### **Digital Bookstore**

A digital bookstore featuring books by RWA members is available at **books2read.com/rl/RWAusVirtualBookstore**. The first six carousels are dedicated to all the amazing Ruby finalists. Please use #RubyReadalong any time you're talking about the books, the finalists or the awards.

### **Merchandise**

What's a RWA Conference without merchandise to remember the moment? We are lucky to have the original Fremantle Conference Team designing this year's merchandise. Pick from t-shirts, hoodies and mugs and become a 'professional heartbreaker'. You won't want to miss out on purchasing memorabilia this year. Check out the Zazzle Store at **www.zazzle.com.au/store/romanceaustralia**.

### **Conference Website**

For all conference related information, head to **rwaustriavcon.com.au**.

# Save the Date!

- ♥ RWA's 30th Annual Conference
- ♥ Thursday 12 – Sunday 15 August 2021
- ♥ Mantra on View Gold Coast, Queensland

## Special Guests

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### Liz Pelletier

Liz co-founded Entangled Publishing in 2011. Over the past ten years, Entangled has gone from a small start-up to a bestselling romance publisher, with more than 18 NYT bestsellers and 71 USA Today bestsellers. Her out-of-the-box approach to everything from pricing strategies to marketing to editorial allows Entangled to be both disruptive and agile within a dynamic publishing landscape. You can find her on Twitter at @Liz\_Pelletier.



### Heather Graham

New York Times and USA Today bestselling author, Heather Graham, majored in theater arts at the University of South Florida. After a stint of several years in dinner theater, back-up vocals, and bartending, she stayed home after the birth of her third child and began to write. Her first book was with Dell, and since then, she has written over two hundred novels and novellas including category, suspense, historical romance, vampire fiction, time travel, occult and Christmas family fare.

She is pleased to have been published in approximately 25 languages. She has written over 200 novels and has 60 million books in print. She has been honored with awards from booksellers and writers' organizations for excellence in her work, and she is also proud to be a recipient of the Silver Bullet from Thriller Writers and was also awarded the prestigious Thriller Master in 2016. She is also a recipient of the Lifetime Achievement Award from RWA. Heather has had books selected for the Doubleday Book Club and the Literary Guild, and has been quoted, interviewed, or featured in such publications as The Nation, Redbook, Mystery Book Club, People and USA Today.

## *Special Guests*

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### **Anna Boatman**

I'm Anna Boatman, Publisher across PCR Fiction. This means I oversee the Piatkus Fiction and Constable Crime lists, which publish women's fiction and crime fiction respectively, working with five editors across those imprints to ensure we publish every author and book as brilliantly as we can!

I began my career 11 years ago at Mills & Boon, so romance is my first love, and though I'm always on the lookout for books that might suit editors across the team, I directly acquire and edit commercial fiction for Piatkus, particularly all kinds of romance fiction. My authors range from international bestsellers such as J. R. Ward, Julia Quinn, Mary Balogh, Sarah Maclean, Charlaine Harris and Christine Feehan to new authors across a whole range of genres, such as romantic comedy (Sally Thorne), fantasy (Maria Lewis), Historical fiction (Pamela Hart), or commercial fiction (Love Letters From Montmartre, a beautiful love story translated from the German).

I'm always on the lookout for very commercial stories, fantastic characterisation and authors who have the ability to not only deliver consistently high-quality fiction but also to reach out directly to their fans.



### **Tanera Simons**

Tanera joined Darley Anderson in 2017 with a view to building their women's fiction list. She is actively looking for stand-out stories and compelling voices in all areas of the genre, but particularly enjoys contemporary rom-coms, uplifting love stories, and sweeping historical romances. Tanera currently represents authors Beth O'Leary, Sandie Jones, Mandy Baggot, Claire Frost, Lauren North, Nicola Gill, and Mary Hargreaves, to name a few. Collectively, her authors have Sunday Times top 5 bestselling status, a Reese Witherspoon Book Club pick, and WH Smiths' Fiction Book of the Year.

# Wednesday 12 August

Time	
WA: 8:00am- 10:00am SA/NT: 9:30am- 11:30am East Coast: 10:00am- 12:00pm	<p style="text-align: center;"><b>Growth-hacking a Bestseller: Part One - Writing a Bestseller</b> <i>Liz Pelletier</i></p> <p>The next book you write should be a bestseller. Sounds easy, right? In this two-hour workshop, learn the key elements in most every bestseller and how to ensure your next novel is the right idea, at the right time, written specifically to maximize best-selling traits. You'll also walk away knowing how to recognize the pitfalls that keep most books from going viral and how to tell a story guaranteed to engage readers. Plus, learn to use an easy chart to measure your novel's viral load before you write even your first word!</p>
<b>15 MINUTE BREAK</b>	
WA: 10:15am- 12:15pm SA/NT: 11:35am- 1:35pm East Coast: 12:05pm- 2:05pm	<p style="text-align: center;"><b>Growth-hacking a Bestseller: Part Two - Editing a Bestseller</b> <i>Liz Pelletier</i></p> <p>So, you've got this amazing book written, but you know it still needs a bit of work. Where to start? In this two-hour workshop, learn how to line edit story content in the areas vital for increasing engagement and sales. Learn to recognize common mistakes, fix broken plots, and ensure readers close your book, still thinking about your characters. Learn to tell which elements to touch during edits and, more importantly, when. Plus, learn to use an easy check list to ensure you never miss those crucial areas to edit again!</p>
<b>45 MINUTE BREAK</b>	
WA: 1:00pm- 3:00pm SA/NT: 2:30pm- 4:30pm East Coast: 3:00pm- 5:00pm	<p style="text-align: center;"><b>Growth-hacking a Bestseller: Part Three - Marketing a Bestseller</b> <i>Liz Pelletier</i></p> <p>You've got the right story written in the best way to become a bestseller, but now what? In this two-hour workshop, learn how to evaluate the market, leverage the right social media platform in the right way, pricing decisions, and how to position your release in a saturated market to quickly rise above the rest. From the psychology of promotions to evaluating the viral load of publicity strategies to the psychology of ad composition by targeted demographic and platform, we'll cover it all. Plus, learn to use social media like a pro with just an hour a day!</p>

## Wednesday 12 August

Time	
WA: 3:00pm- 4:00pm SA/NT: 4:30pm- 5:30pm East Coast: 5:00pm- 6:00pm	<b>Live Q&amp;A with Liz Pelletier</b>
<b>15 MINUTE BREAK</b>	
WA: 4:15pm- 4:55pm SA/NT: 4:45pm- 6:35pm East Coast: 6:15pm- 6:55pm	<b>The Third Option: Doing the Unexpected</b> <i>Laurie Steed</i> The average publisher's desk is notably crowded. Their days are busy and at times, frustrating. Were it not for the love of their work, they might well be cowering in a corner. Publishers (and by extension, editors) are still often inspired by originality in voice and execution. So how do you find that originality and stand out in a submissions pile? This is where The Third Option comes in. A means to find an interesting midpoint between the two extremes of narrative progression, The Third Option frees up your prose and allows your characters to play against type. It's not a rule but a choice, style, and technique. And, as techniques go, it's a game and a story changer.  CC
<b>5 MINUTE BREAK</b>	
WA: 5:00pm- 6:00pm SA/NT: 6:30pm- 7:30pm East Coast: 7:00pm- 8:00pm	<b>Doctor Love Panel</b> <i>Rachel Bailey, Dr Michelle Douglas, Dr Sandra Antonelli, Dr Laurie Ormond and Bronwyn Parry</i> Historically, romance writers and academics have had something of a rocky relationship, and romance writers have viewed any academic attention with suspicion. However, the field of popular romance studies is vibrant and growing, with its own journal and an international conference, and, increasingly, researchers in this field have been drawn from the commercial romance industry itself. In this session, five panelists, each with a foot in both camps—academic and commercial—will bring you the latest insights, research and future directions in popular romance studies, and share a little about their own research.  CC

# Thursday 13 August

Time	
WA: 8:00am- 9:00am SA/NT: 9:30am- 10:30am East Coast: 10:00am- 11:00am	<p style="text-align: center;"><b>The Secrets of Networking</b> <i>Tanya Nellestein</i></p> <p>You're surrounded by what everyone keeps referring to as your 'tribe' but the thought of actually putting yourself out there and connecting is terrifying. Everyone seems to know everyone and there's that author that you love! But rather than approach them, you are trying not to make eye contact with anyone as you do some laps of the room, read the evacuation signage (again) and get another drink before shooting off to the loo (again). It doesn't have to be this way. Everyone can find their tribe, whether it's your first or your tenth conference. Learn tips and strategies for networking and making meaningful connections that last including the benefits of social media and online forums to start a connection or continue one.</p> <p style="text-align: right;">CC</p>
<b>5 MINUTE BREAK</b>	
WA: 9:05am- 10:05am SA/NT: 10:35am- 11:35am East Coast: 11:05am- 12:05pm	<p style="text-align: center;"><b>The Winning Submission: A Publisher's Perspective</b> <i>Harlequin</i></p> <p>Through its three imprints, HQ Fiction, Mira and Escape, Harlequin Books publishes more debut local fiction than any other Australian publishing house. But what makes a publisher look closer at your manuscript? Get the inside track on the tips and traps of submitting your manuscript to a publishing house (and make sure when you do submit, you avoid the common pitfalls that make us turn away from a manuscript). Join us in our workshop as we cover the good, the bad and the ugly of the dreaded pitch; why and how some writing begs to be noticed</p> <p style="text-align: right;">Please note: this session will not be available in replay.</p>
<b>15 MINUTE BREAK</b>	
WA: 10:20am- 11:50am SA/NT: 11:50am- 1:20pm East Coast: 12:20pm- 1:50pm	<p style="text-align: center;"><b>Estate Planning for Authors</b> <i>Morgan Solomon</i></p> <p>What happens to your artistic legacy after you die? Or if you lose mental capacity? Estate planning is more complex than ever before - but for authors there are additional and unique challenges. Together we shall look at the most common wills and estate issues (and hopefully bust a few myths along the way). But we shall also focus on issues unique to authors; control and licensing of your artistic legacy, inheriting copyrights and royalties.</p>
<b>60 MINUTE BREAK</b>	

# Thursday 13 August

Time	
WA: 12:50pm- 2:20pm SA/NT: 2:20pm- 3:50pm East Coast: 2:50pm- 4:20pm	<p style="text-align: center;"><b>Getting Started with Self-publishing</b> <i>Elizabeth Stevens</i></p> <p>Have you ever wondered about self-publishing? Want to know if it's right for you? Don't know where to start if it is? This workshop aims to answer all your questions on getting started in the world of self-publishing. From distribution options to legal obligations, we'll go step-by-step through the process to get your book selling to readers worldwide within whatever budget you choose - costing you from only as little as your time. We'll also take a look into some marketing strategies and how to build your author brand so readers can find you and keep reading.</p>
<b>5 MINUTE BREAK</b>	
WA: 2:25pm- 3:55pm SA/NT: 3:55pm- 5:25pm East Coast: 4:25pm- 5:55pm	<p style="text-align: center;"><b>Psychology Hacks to Have your Social Media Fans Buy into your Every Word</b> <i>Kara Lambert</i></p> <p>This hands on workshop will teach you the psychology behind the top 100 most engaged brands on social media and how you can do the same. At the end you will also have a tool to create endless highly engaged social media posts.</p>
<b>15 MINUTE BREAK</b>	
WA: 4:10pm- 5:10pm SA/NT: 5:40pm- 6:40pm East Coast: 6:10pm- 7:10pm	<p style="text-align: center;"><b>Getting Ahead in Indie Publishing</b> <i>Draft2Digital</i></p> <p>Draft2Digital, the leading ebook distributor online, presents tips and predictions for authors looking to up their self-publishing game. Get industry-specific advice from D2D's experts on marketing and publishing, finding promotions and increasing sales on platforms such as Apple Books, Barnes &amp; Noble, Kobo, Amazon, and more.</p>

CC

CC

# Friday 14 August

Time	
WA: 8:00am- 9:00am SA/NT: 9:30am- 10:30am East Coast: 10:00am- 11:00am	<p style="text-align: center;"><b>Top 10 Tricks &amp; Traps of Publishing Contracts</b> <i>Alex Adsett</i></p> <p>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? If you are an established or emerging author, come along to hear publishing consultant and literary agent Alex Adsett discuss some of the sneakier things publishers include in their contract, and how to avoid them. This gives you a great behind the scenes look at the publishing industry, and advice on when to negotiate, and when to walk away. <span style="float: right;">CC</span></p>
<b>5 MINUTE BREAK</b>	
WA: 9:05am- 10:05am SA/NT: 10:35am- 11:35am East Coast: 11:05am- 12:05pm	<p style="text-align: center;"><b>The Things We Do With Words</b> <i>Heather Graham</i></p> <p>Come ready to work! The Things We Do With Words is a workshop in which your computer or pen and paper will be needed. It's a game that give you a great story, the great beginning of a book--and remind you just how wonderful your imagination can be. You will be given a sentence and nouns and adjectives that must be used. Be funny, be serious, go for suspense, or even pop in with historic characters and situations. Your choice. <span style="float: right;">CC</span></p>
<b>15 MINUTE BREAK</b>	
WA: 10:20am- 11:50am SA/NT: 11:50am- 1:20pm East Coast: 12:20pm- 1:50pm	<p style="text-align: center;"><b>Mastering Plot Structures</b> <i>Carleton Chinner</i></p> <p>Mastering plot can be one of the most challenging aspects of a story. This workshop will teach you how to structure your novel with a riveting plot that calls to the readers feelings. We will examine the available options that bring depth and colour to your story, find out how to continually increase the readers excitement, and how to bring this all to a satisfying ending.</p>
<b>60 MINUTE BREAK</b>	

# Friday 14 August

Time	
WA: 12:50pm- 2:20pm SA/NT: 2:20pm- 3:50pm East Coast: 2:50pm- 4:20pm	<p style="text-align: center;"><b>Turn Up The Tension</b> <i>Pamela Cook</i></p> <p>Tension on every page is the advice given by writing guru Donald Maas and many other craft teachers but getting that tension down on every page is not always easy. If you don't write crime, thrillers or suspense how do you imbue your writing with the tension that will keep readers turning the page and have them talking about your book long after they've read the final chapter? This workshop will show you how. Using examples from a range of genres including romance we will explore how to write an un-put-downable story by doing some hands-on practice with a short scene from your novel.</p>
<b>5 MINUTE BREAK</b>	
WA: 2:25pm- 3:55pm SA/NT: 3:55pm- 5:25pm East Coast: 4:25pm- 5:55pm	<p style="text-align: center;"><b>Sparkling Dialogue</b> <i>Rachel Bailey</i></p> <p>The workshop will focus on the creation of strong, punchy dialogue that shows character, moves plot forward and captivates readers. Concepts covered will include character voice, subtext, gender differences, rhythm, dialect &amp; accents, speech tags &amp; action tags, dialogue's agenda, and real-life speech vs dialogue. Examples will be analysed from both books and movies and broken down into elements that will be easy to apply in participants' own work.</p> <p style="text-align: right;">CC</p>
<b>15 MINUTE BREAK</b>	
WA: 4:10pm- 5:10pm SA/NT: 5:40pm- 6:40pm East Coast: 6:10pm- 7:10pm	<p style="text-align: center;"><b>How to Write Blurbs</b> <i>Liz Pelletier</i></p> <p>You've written a novel, and now you have to take a stab at that back-cover blurb. The one that will ultimately help sell your novel. The one that will have everyone talking. A blurb has the power to either make or break a book. In this 60-minute workshop, we'll take a close look at the purpose of the blurb and break down real life examples that went from drab to fab. A fantastic blurb can help draw readers into making the decision to buy, and that's the goal of every author: to sell your book!</p>
<b>5 MINUTE BREAK</b>	
WA: 5:15pm- 6:15pm SA/NT: 6:45pm- 7:45pm East Coast: 7:15pm- 8:15pm	<p style="text-align: center;"><b>Whodunnit? YOU can do it!</b> <i>Anna Boatman</i></p> <p>In this session we'll be looking at how the crime genre, now the largest fiction genre in the UK and US, is changing. What are publishers looking for in a crime novel? What are the variations in tone, content and publishing strategy between the different kinds of crime fiction? During this session we'll share tips and tricks of the whodunnit trade and offer the chance to ask questions and discuss works in progress. Whether you're aspiring or already published, if you're keen on writing crime, this hour is for you!</p> <p style="text-align: right;">CC</p>

# Saturday 15 August

Time	
WA: 8:00am- 9:00am SA/NT: 9:30am- 10:30am East Coast: 10:00am- 11:00am	<p style="text-align: center;"><b>Author Business College</b> <i>Ebony McKenna</i></p> <p>Put your business caps on and become savvy. Spend less and earn more in the writing business, and examine enterprising ways of being more than an author.</p> <p style="text-align: right;">CC</p>
<b>5 MINUTE BREAK</b>	
WA: 9:05am- 10:05am SA/NT: 10:35am- 11:35am East Coast: 11:05am- 12:05pm	<p style="text-align: center;"><b>Dynamics of Handgun Shooting</b> <i>Michael John Barnes</i></p> <p>During this presentation, Michael will demonstrate how to successfully shoot a handgun by teaching someone who has never shot before. He will also explain the dynamics required to achieve this in a manner conducive to crafting action scenes for writers looking to add authenticity and spice to their story. Additionally, when appropriate, he will touch on related information such as gunshot wounds and tactics.</p> <p style="text-align: right;">CC</p>
<b>15 MINUTE BREAK</b>	
WA: 10:20am- 11:50am SA/NT: 11:50am- 1:20pm East Coast: 12:20pm- 1:50pm	<p style="text-align: center;"><b>Crafting your Query Letter</b> <i>AJ Blythe</i></p> <p>Your query letter is your first, and often only, chance of enticing an agent or editor to read your story. That means as much time and energy needs to go into writing your query letter as it does in writing your story. This workshop takes you through the ins and outs of writing an effective query letter using agent Janet Reid's (aka the Query Shark) formula for success. Using real-life examples, this workshop will examine the structure and rules for writing a kick butt query letter. In addition to learning the theory, you will also draft your query letter through practical tasks during the workshop.</p> <p style="text-align: right;">CC</p>
<b>45 MINUTE BREAK</b>	

# Saturday 15 August

<b>Time</b>	
WA: 12:35pm- 2:20pm SA/NT: 2:05pm- 3:20pm East Coast: 2:35pm- 4:20pm	<p style="text-align: center;"><b>Taking the Next Step with Facebook Advertising</b> <i>Ricardo Fayet</i></p> <p>Ever given up with Facebook ads because you heard they've become too competitive? You're partly wrong. The possibilities for authors on Facebook are now richer than ever. But the competitive space has tightened - which is why it's all the more important to know the right ways to use the platform. If you want to up your Facebook ads game with established strategies and new ideas, then this workshop is for you. Reedsy's Ricardo Fayet has years of experience running Facebook ads for authors and will be teaching some of the advanced Facebook ads targeting, creatives, and placements that have brought him success. On the menu: dynamic ads, multi-layer ads, instant experiences, and tracking conversions!</p> <p style="text-align: right;">CC</p>
<b>5 MINUTE BREAK</b>	
WA: 2:25pm- 3:55pm SA/NT: 3:55pm- 5:25pm East Coast: 4:25pm- 5:55pm	<p style="text-align: center;"><b>At the Scene of the Crime: Crime Scene Investigation</b> <i>Simon Lewis</i></p> <p>Forensic science plays a critical role in solving crime, and a criminal justice system without forensic science is unthinkable today. While in real-life a successful investigation hinges on appropriate crime scene processing, it is too often portrayed in a simplistic or unrealistic manner in fiction. In this workshop we will explore the fundamental philosophy and processes of modern-day crime scene investigation, illustrated through the use of an interactive crime scene simulation and relevant case studies.</p>
<b>15 MINUTE BREAK</b>	
WA: 4:10pm- 5:10pm SA/NT: 5:40pm- 6:40pm East Coast: 6:10pm- 7:10pm	<p style="text-align: center;"><b>What to Expect (the First Time you Publish a Book)</b> <i>Kaneana May, Cassie Hamer, Maya Linnell</i></p> <p>From 2018 Newbies at the Sydney RWA conference to published authors at the 2019 Melbourne conference, Kaneana May, Maya Linnell and Cassie Hamer have plenty of insights, advice and stories to share with aspiring and emerging writers. Hear about the first time they submitted, pitched, received THAT phone call, the support (or lack of) they received from friends and family, handling the edits, imposter syndrome, book tours and more!</p> <p style="text-align: right;">CC</p>
<b>5 MINUTE BREAK</b>	
WA: 5:15pm- 5:30pm SA/NT: 6:45pm- 7:00pm East Coast: 7:15pm- 7:30pm	<p style="text-align: center;"><b>Keynote: Heather Graham</b></p> <p style="text-align: right;">CC</p>

# Sunday 16 August

Time	
WA: 8:00am- 9:00am SA/NT: 9:30am- 10:30am East Coast: 10:00am- 11:00am	<p style="text-align: center;"><b>Same-sex Relationships in Aussie YA Fiction</b></p> <p style="text-align: center;"><i>Raphael Farmer, Alicia Tuckerman, Holden Sheppard</i></p> <p style="text-align: center;"><i>Moderator: Jess Gately</i></p> <p>Relationships in fiction aren't new but same-sex relationships have begun to appear more regularly in recent years, especially in YA Fiction. But how do you portray these relationships in a way that is still familiar and at the same time different from what is considered the norm? Three authors, three different approaches to what to include and what not to include in writing same-sex relationships in Aussie YA Fiction.</p>
<b>5 MINUTE BREAK</b>	
WA: 9:05am- 10:05am SA/NT: 10:35am- 11:35am East Coast: 11:05am- 12:05pm	<p style="text-align: center;"><b>What Turns Agents Off From the Slush Pile</b></p> <p style="text-align: center;"><i>Tanera Simons</i></p> <p>Agents receive hundreds of submissions each week: how can you make yours stand out from the crowd? Agent Tanera Simons from The Darley Anderson Literary, TV &amp; Film Agency in the UK, will be sharing what she looks for in a submission as well as what makes it an immediate 'no'. This workshop will help you perfect your submission - from the synopsis to the pitch.</p> <p style="text-align: right;">CC</p>
<b>15 MINUTE BREAK</b>	
WA: 10:20am- 11:50am SA/NT: 11:50am- 1:20pm East Coast: 12:20pm- 1:50pm	<p style="text-align: center;"><b>Writing Real People: Defamation Law and the Writer</b></p> <p style="text-align: center;"><i>Pamela Hart</i></p> <p>Writing about real people carries legal risks for writers. This workshop looks at the crucial issues of defamation law for writers who want to base their stories on real events or people. What are the risks? How can you manage those without losing the essence of the story? Pamela Hart will help you identify any legal issues with your story, and to find ways to manage them so that your story can keep its strength.</p> <p style="text-align: right;">CC</p>
<b>60 MINUTE BREAK</b>	

# Sunday 16 August

Time	
WA: 12:50pm- 2:20pm SA/NT: 2:20pm- 3:50pm East Coast: 2:50pm- 4:20pm	<p style="text-align: center;"><b>Working with an Editor</b> <i>Elizabeth Rolls</i></p> <p>Working with an editor, and learning to benefit from that fresh pair of eyes on your book baby can be both daunting and rewarding. How do you break down what your editor is really saying? What do you tackle first? Is it ever okay to say, "No way, Jose!?" Learn the ins and outs, the do's (and the don'ts!) with a multi-published, award-winning author who has done her share of tweaks, revisions and complete re-writes. And somehow remains on really good terms with her editor!</p>
<b>5 MINUTE BREAK</b>	
WA: 2:25pm- 3:55pm SA/NT: 3:55pm- 5:25pm East Coast: 4:25pm- 5:55pm	<p style="text-align: center;"><b>Lending Yourself to Libraries</b> <i>Jaye Ford and Fiona McArthur</i></p> <p>Research shows the most effective way to promote a novel is by word of mouth - so wouldn't it be great to meet readers where they go to find stories? This workshop explains the value of libraries and librarians for promoting your books and writing, even if you don't have physical books in a library. Learn how to work with libraries to create opportunities to bring authors and readers together. Using our experience of hosting a range of library events, Jaye and Fiona will discuss what works in libraries, how to successfully pitch an event idea, how to design and run an author panel and Q&amp;A, and how to develop relationships with local libraries and those further afield. <span style="float: right;">CC</span></p>
<b>15 MINUTE BREAK</b>	
WA: 4:10pm- 5:10pm SA/NT: 5:40pm- 6:40pm East Coast: 6:10pm- 7:10pm	<p style="text-align: center;"><b>Marketing and Brand Building for Authors</b> <i>Jacqui Greig</i></p> <p>Jacqui Greig picked up her first Mills &amp; Boon when she was 14 and fell in love with the romance of a happily-ever-after. She has a Bachelor Degree in Print Journalism but, having always been tempted to embellish the facts of a story, decided she was more suited to writing works of fiction. She publishes romance under Jacqueline Hayley and started Blush, the digital magazine for romance readers. Her speciality is in digital marketing and sharing this knowledge in an accessible and easy-to-implement way. <span style="float: right;">CC</span></p>
<b>5 MINUTE BREAK</b>	
WA: 5:15pm- 5:30pm SA/NT: 6:45pm- 7:00pm East Coast: 7:15pm- 7:30pm	<p style="text-align: center;"><b>Keynote: Anna Hackett</b></p> <p style="text-align: right;">CC</p>

# *Agents and Editors*

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## **Alex Adsett, Alex Adsett Publishing Services**

Alex Adsett is a literary agent specialising in fiction for all ages, as well as a freelance publishing consultant offering commercial contract advice to authors and publishers. She has more than twenty years' experience working in the publishing and bookselling industry and has managed Alex Adsett Publishing Services since 2008. As a consultant, she has helped hundreds of authors review and negotiate their publishing deals, or strategise about their career path. As a literary agent, she is focused on finding exceptional fiction and non-fiction manuscripts for adults, young adults and children, with a focus on genre fiction. She is often to be found on twitter at @alexadsett or via her website [www.alexadsett.com.au](http://www.alexadsett.com.au)



## **Annette Barlow, Allen & Unwin**

Annette Barlow has worked in the publishing industry for over 30 years, in bookshops, in sales, in editorial and for over 20 years as a publisher. Her list comprises fiction titles, including the twice Miles Franklin-winner Alex Miller and many successful writers of commercial fiction such as Kate Morton, Fleur MacDonald, Minette Walters and Tony Jones. Her nonfiction titles are mostly memoir and include Jessica Rowe, Mary-Rose MacColl and Eddie Ayres.



## **Rachael Donovan, Harlequin**

Rachael works with the Harlequin publishing team as a commissioning editor. She has been in the Australian publishing industry for over ten years and has worked in a variety of roles from administration and sales to editorial. She joined Hachette Australia as a division coordinator before branching out into product management and marketing in the heady days of YA Vampire romances. She crossed over into editorial with the local publishing division before moving to Allen & Unwin. There she worked with a creative and fun children's publishing team as a children's editor. Over the years she has helped create books of fantasy, moving memoirs, kids' picture books and war stories; but fiction is her one true love. Now she is dedicated to hunting down those compelling stories filled with unforgettable characters that you can't put down.



## **Nicola Robinson, Harlequin**

She is commissioning editor at Harlequin Australia, where she works with authors including Fiona McCallum, Alison Stuart, Sarah Barrie and Meredith Appleyard. Previously she was senior editor at HarperCollins Australia, where she edited fiction and non-fiction, including books by Dervla McTiernan, Holly Ringland, Jimmy Barnes and Stan Grant. Nicola is based in Sydney.



# *Business Appointments*

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## **Melanie Coles and Thato Molefi, IngramSpark**

Melanie Coles and Thato Molefi from IngramSpark are taking business appointments during the conference. IngramSpark is an award-winning independent publishing platform, offering indie authors and publishers quality print books and ebooks as well as global distribution. Once you finish and format your book, IngramSpark makes it possible to share it with the world with benefits such as:

- Quality formats: paperback, hardcover, and ebook in a variety of trim sizes, color, paper, and binding types
- Global distribution: availability to over 39,000 retailers in-person and online, including Amazon, Barnes & Noble, and independent bookstores and libraries worldwide
- Free Education: free resources to help you publish successfully.

## **Ricardo Fayet, Reedsy**

Ricardo Fayet from Reedsy will be available for business appointments. As one of the founders of Reedsy, Ricardo has helped to create the world's leading marketplace of publishing professionals – from editors to proof readers, cover designers, book marketers and literary translators. Ricardo is happy to discuss any marketing or advertising-related topics, as well as offer guidance on hiring editors, designers, marketers, translators, assistants, etc.

Ricardo is offering appointments between 5:00 pm and 7:30 pm from 11-15 and 17-22 August (AEST).

## **Kevin Tumlinson, Draft2Digital**

Kevin Tumlinson is an award-winning and bestselling author, host of the popular Wordslinger Podcast, and the Director of Marketing and Public Relations for Draft2Digital. Through his podcasts and his work with D2D, Kevin has helped thousands of would-be and currently publishing authors to build and grow their writing careers.

## **Dan Wood, Draft2Digital**

Dan Wood is the Vice President of Operations at Draft2Digital. Prior to this he spent many years as a technology advisor in the energy industry and served two years as an AmeriCorps Vista volunteer. Draft2Digital gives over 67,000 authors simple tools to format and publish their ebooks to digital stores worldwide. Authors keep their rights and keep writing. Draft2Digital helps with the rest.

Both Kevin and Dan are offering 30-minute appointments 12-19 August inclusive.



**Visit [rwaustriavcon.com.au/business](http://rwaustriavcon.com.au/business)  
for full details on business appointments available.**

## Workshop Presenters

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### Dr Sandra Antonelli

Dr Sandra Antonelli studies the portrayals of older women in fiction and positions women aged 40+ as protagonists in romance fiction. She is the author of romantic comedies, mysteries, and a genre-crossing romantic-suspense-spy-thriller-mystery series featuring a middle-aged female butler and the spy who loves her, all featuring heroines aged 40+.



### Rachel Bailey

Despite spending most of her life trying to scam more time to read, Rachel Bailey has written books that have hit the USA Today bestseller list, are published in over 26 countries and translated into 16 languages. She's also managed to graduate with degrees in both psychology and social work, and is currently completing a PhD in Popular Romance Studies.



### Michael John Barnes

Self-published author, soldier...weapons instructor. A graduate of the Smith & Wesson Academy, USA, in Tactical Pistol and Advanced Handgun Instructor, Michael has trained the Australian Army's elite SAS and Commandos, as well as the New South Wales Police Tactical Operations Unit. He is a multiple state champion and Australian team member in competitive handgun shooting.



### AJ Blythe

AJ Blythe (Anita Joy) is a cozy author who honed her query writing skills by learning from the best, agent Janet "Query Shark" Reid. AJ helps many writers, presenting Craft 101 and Synopsis/Query writing workshops through RWA's OWL program. She also runs her own business helping writers with their synopsis, query letter and pitch. Find her at [www.ajblythe.com](http://www.ajblythe.com) and @aussiecozy.



### Carleton Chinner

Carleton is an Australian-born writer who grew up on a remote farm in South Africa, where the trip to the town library was the highlight of his week. He is the author of the Cities of the Moon series of speculative fiction novels. He is a reviewer for the Aussie Speculative Fiction Review and is Secretary of the Management Committee for the Queensland Writers Centre.



### Pamela Cook

Pamela Cook writes page-turning women's fiction set in escape-worthy places. She is the author of five published novels featuring tangled family relationships, and life issues like grief, friendship, belonging and love. A former high school teacher, Pamela is the co-host of the Writes4Women podcast and a Writer Ambassador for Room To Read.



## Workshop Presenters

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### Dr Michelle Douglas

Michelle has been writing for Harlequin Mills & Boon since 2007 and believes she has the best job in the world. She's a sucker for happy endings, heroines who have a secret stash of chocolate, and heroes who know how to laugh. Last year she completed her PhD at the University of Newcastle. Her subject area, of course, was Romance.



### Raphael Farmer

Raphael Farmer is a Young Adult author originally from the island of Mauritius and now based in Perth, Western Australia. His short story *Island Boy* has appeared in *Wave After Wave* published by the Centre For Stories. In 2019, he participated in the Digital Writers' Festival in Melbourne. Raphael's background as a gay man raised Muslim in a multicultural island nation has influenced his storytelling.



### Jaye Ford

Jaye Ford is an award-winning author of five chilling suspense novels and writing under the name Janette Paul, has written two romantic comedies. She has also work with her local library in NSW for many years hosting author interviews and panel discussions.



### Jess Gately

Jess Gately is a Perth-based freelance writer and editor with a Masters of Professional Writing and Publishing from Curtin University. She is a founding member and editor at Underground Writers, a not-for-profit organisation dedicated to supporting emerging Australian writers, and runs their online bookstore Underground Books which stocks the work of debut Australian authors.



### Jacqui Greig

Jacqui Greig picked up her first Mills & Boon when she was 14 and fell in love with the romance of a happily-ever-after. She has a Bachelor Degree in Print Journalism but, having always been tempted to embellish the facts of a story, decided she was more suited to writing works of fiction. She publishes romance under Jacqueline Hayley and started *Blush*, the digital magazine for romance readers.



### Anna Hackett

From Perth, WA, Anna Hackett is a USA Today bestselling romance author who's passionate about fast-paced, emotion-filled contemporary and science-fiction romance. She loves writing about people overcoming unbeatable odds and achieving seemingly impossible goals. She likes to believe it's possible for all of us to do the same.



## Workshop Presenters

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### **Cassie Hamer**

Cassie Hamer has a professional background in journalism and PR, but now much prefers the world of fiction over fact. Her debut novel, 'After the Party', was published in 2019, and her second, 'The End of Cuthbert Close' is coming in April 2020. She lives in Sydney with her terrific husband and three, mostly terrific, daughters.



### **Pamela Hart**

Pamela Hart is an award-winning historical novelist who specialises in early-20th century stories, based on real people. Her upcoming book is *The Charleston Scandal*, set in London in 1923 - where the world of theatre and aristocracy collide. Pamela Hart has also trained sub-editors and journalists from the major Australian newspapers in how to manage storytelling which is affected by defamation law.



### **Kara Lambert**

Kara's in-depth understanding of psychology is married with her practical experience in Management & Business. Kara's interest began in the workforce & is reinforced by industry research in psychology. Kara takes a strategic approach to client-centred social media and the customer journey. She holds a Degree in Psychology and a Graduate Diploma of Management.



### **Professor Simon Lewis**

Professor Simon Lewis leads the Forensic and Analytical Chemistry Research Group within the School of Molecular and Life Sciences at Curtin University, Perth, Western Australia. His research is focused on chemical techniques applied to forensic analysis, particularly in relation to chemical trace evidence and latent fingerprints. He is currently the Vice-President of the WA Branch of the Australian and New Zealand Forensic Science Society. You can follow him on Twitter @simonwlewis.



### **Maya Linnell**

Maya Linnell found her feet in journalism, working at a rural newspaper before segueing into public relations and now fiction writing and blogging for Romance Writers Australia. Her debut novel *Wildflower Ridge* was published by Allen & Unwin in June 2019 and gathers inspiration from her rural upbringing and the small communities she has always lived in and loved. Maya currently lives in rural Victoria with her husband and three children.



### **Dr Amy Matthews**

Amy T Matthews is an award winning author who also writes under the names Tess LeSue and Amy Barry. She is Senior Lecturer in Creative Writing at Flinders University.



## Workshop Presenters

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### Kaneana May

Kaneana May studied television production at university, graduating with first-class honours in Screenwriting. She went on to work in television, including roles as a script assistant on *All Saints*, a storyliner on *Headland*, and a script writer on *Home and Away*. Her debut novel *The One* was published with Harlequin in July 2019.



### Fiona McArthur

Fiona has written 49 romance and contemporary women's fiction novels in 19 years as an author. Her books have sold more than two million copies worldwide.



### Ebony McKenna

Ebony writes rom-coms and non-fiction writing guides. She formats books for authors, edits, makes those groovy-looking 3D 'box sets' for ebook anthologies, coaches authors through the self-publishing process and drinks coffee. Like a 'wing-defence', Ebony is 'here if you need'.



### Tanya Nellestein

Tanya Nellestein is an introverted extrovert, or an extroverted introvert. Either way, she's overcome her shyness and become a Networking Queen. Tanya is a freelance writer, voracious reader of romance, aspiring romance author and an accomplished presenter and workshop facilitator.



### Dr Laurie Ormond

Laurie Ormond is a romance reader with a lifelong enthusiasm for genre fiction. In her 2011 PhD thesis Laurie investigated how works of Australian fantasy fiction negotiate gendered power and violence within the genre requirements of fantasy.

Laurie lives in Sydney and works as a book editor at Harlequin.

### Bronwyn Parry

Bronwyn Parry has written six romantic thrillers set in outback Australia, published by Hachette Australia. Her first novel won the Romance Writers of America's Golden Heart Award, two of her books were finalists in RWA's RITA™ and Daphne du Maurier awards, and she has also won the Australian Romance Readers award for Favourite Romantic Suspense three times.



In 2019, she published her first Regency romance, *The Clothier's Daughter*, drawing on her long interest in history. A textile and costume historian, she enjoys researching and making historical clothing.



# Workshop Presenters

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## Elizabeth Rolls

Elizabeth Rolls has written 15 Regency Historical novels and novellas for Harlequin Historical and has had a twenty year relationship with her current editor. She has won the HOLT Medallion twice and been nominated for the RUBY and RITA awards. She lives in the Adelaide Hills with her husband and two sons, three dogs, two cats, several chickens, and a few thousand books.



## Holden Sheppard

Holden Sheppard is an award-winning author raised in Geraldton, Western Australia and now based in Perth. His debut YA novel *Invisible Boys* won the 2018 City of Fremantle TAG Hungerford Award and is published by Fremantle Press. His novella "Poster Boy" won the 2018 Novella Project competition and was published in *Griffith Review*.



## Morgan Soloman

Founding Director at Perth law firm Solomon Hollett Lawyers, Morgan's practice is almost entirely in succession law. Specialising in Wills and Contested Estates, he is the author of the Lexis Nexis practical guides on WA probate, administration and Wills. A third generation West Australian lawyer, he also takes an active role in the State's cultural community having studied Fine Art before his studies in law.



## Dr Laurie Steed

Laurie Steed is the author of the 2018 WA Premier's Book Awards Shortlisted Novel *You Belong Here*, published 2018, and the editor of *Shibboleth* and other stories, published 2016. His fiction has been broadcast on BBC Radio 4, and has been published in *Best Australian Stories*, *Award Winning Australian Writing*, *The Age*, *Meanjin*, *Westerly*, *Island*, and elsewhere.



## Elizabeth Stevens

Born in New Zealand to a Brit and an Australian, Elizabeth is a writer from South Australia with a passion for all things storytelling. She has a Master of Arts (Writing), a Graduate Diploma in Research Methods (Creative Writing), a Master of Arts (Editing and Publishing), and is currently working towards her PhD.



## Alicia Tuckerman

Alicia Tuckerman is a Perth-based author who has appeared on panels at Sydney Writers' Festival, Bellingen Writers' Festival, The Children's Book Council of Australia, A Night with Our Stars and at Centre for Stories events. Alicia's debut Young Adult novel *If I Tell You* was published in 2018 by Pantera Press and was shortlisted for the 2018 WA Premier's Book Award in the Emerging Writer category.



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**Gold Sponsor**

The logo for Draft2Digital is displayed on a dark blue rectangular background. The word "DRAFT" is in white, uppercase, sans-serif font. The number "2" is a large, stylized orange graphic that incorporates a curved arrow pointing downwards and to the right. The word "DIGITAL" is in white, uppercase, sans-serif font.

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**Silver Sponsors**

The Harlequin logo features a red diamond shape containing a white letter "H". To the right of the diamond, the word "HARLEQUIN" is written in a bold, black, serif font, followed by a registered trademark symbol (®). A small "TM" trademark symbol is located below the diamond.The Reedsy logo is set against a blue rectangular background. It consists of a white line-art icon of a hand holding a pen, positioned to the left of the word "reedsy" which is written in a white, lowercase, sans-serif font.