

# Case study

## Voices on the Coast

### Details

#### What:

Voices on the Coast is an annual youth literature festival, held on the Sunshine Coast. The festival brings some of Australia's finest established and emerging writers and performers for young people to the area for two days of workshops, book-talks, storytelling, poetry and drama.

In 2014, 26 Australian authors, illustrators, poets and performers were invited to talk and hold workshops at the festival.

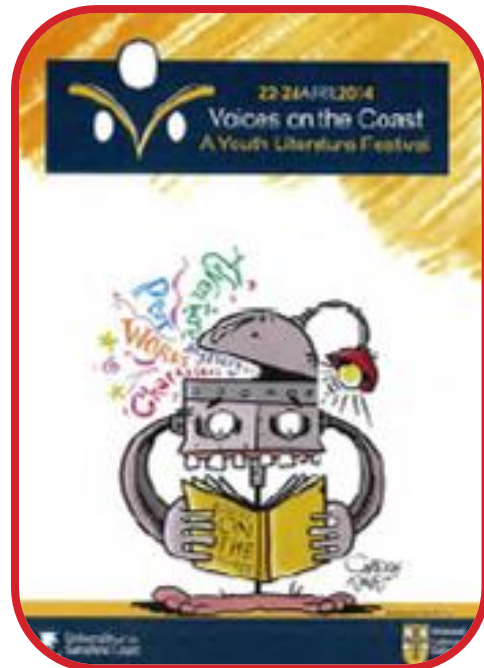
Over 4500 school students, teachers and interested adult readers accessed over 135 talks or workshops on the topics including e-publishing, fan-fiction, illustration workshops, writing workshops, blogging and other electronic platforms, plus Shakespeare performances and workshops. In conjunction with the festival, adult events such as the literary breakfast, launch and adult writing workshops were also held.

#### When:

April 2014

#### Where:

Sunshine Coast Region



Voices on the Coast Program

#### Key stats:

- 28 paid artists/arts and cultural workers
- 130 volunteers
- 4500 attendees and participants

#### Arts Queensland contribution:

\$19,000 – Projects and Programs Fund

#### Contact for further information: Kelly Dunham

Contact: Kelly Dunham

Email: [voices@immanuel.qld.edu.au](mailto:voices@immanuel.qld.edu.au)

Phone: 07 54773437

Website: [www.voicesonthecoast.com.au](http://www.voicesonthecoast.com.au)

## Outcomes

- New authors were provided with opportunities to present their work to a wide audience whilst also learning new skills from established presenters.
- The festival provided networking opportunities within literary associations and interested parties on the Sunshine Coast including small businesses and bookshops, plus interactions between associations, ie Sunshine Coast Libraries, Noosa Libraries, Queensland Writers Centre and Sunshine Coast Literary Association. Networks established are essential to the continuation of the festival on the Sunshine Coast, and the support required to establish sustainable audience numbers.
- Of the 70 plus schools who attended the 2014 festival there were four new schools attending, bringing over 200 new children to the festival. The number of people attending individually (not associated with a school) has also increased.

*The variety of authors. The opportunity for students to see and hear real live published authors. The chance for students to believe their dream of being an author/illustrator could come true. The chance for students to work with published authors and illustrators and learn from them. The way the festival fosters a positive disposition to and love of literature.*

(Audience member)



## Learnings and reflections

The Voices on the Coast festival continues to draw large crowds, engage young people, provide opportunities for networking and broaden cultural experiences on the Sunshine Coast.

Dedicated and experienced staff and volunteers are critical in the running of the festival as are the number of stakeholders. Regular and good communication is paramount in delivering the festival whilst still retaining a very personal touch.

*The learning outcome from this tight knit stakeholder community is to continue regular communication with all of these key players, listen to their concerns or their suggestions and to implement these ideas. The personal relationships that have developed are significant between key players and the organisation team. These relationships need to be clearly defined whilst at the same time kept very personal ie first names, regular contact and a warmth when conversing with key figures.*

Voices on the Coast reflected on using digital as a form of communication.

*The electronic nature of delivering the festival continues to work well, utilizing social media such as Facebook and Twitter. This element can definitely be extended in the future along with an update of the website platform. This involvement of the general audience needs to be enhanced so that younger audience members are exploring the festival electronically.*