FALS STRATEGY 2030

HISTORY

Summary of our journey from inception to present.

The Foundation was formally established on 18th ,r ou≵1d o

PRINCIPLES

FALS Strategy 2030 is based on the following principles, balanced along five key axes:

1. **Settler – Indigenous:** Diversify our perspective and operations to include Aboriginal and Torres Strait Islander/s perspectives as well as other voices.

2. **Regional – National:** Recognise our roots as a regionally-based Foundation while continuing to strive for national and international reach and relevance.

3. **Scholarship – Appreciation:** Combine our traditional strength in literary scholarship with a broad appeal to readers and writers of all kinds.

4. **Traditional – Innovative:** Honour our history by continuing our signature events while embracing the possibilities of digital communication and engagement.

5. **Membership – Participation**: Prioritise the building of participation in Australian literature and FALS events, while maintaining the core membership required to satisfy our constitution.

STRATEGY 2030 OBJECTIVES

1. **Build the profile of Australian literature (broadly conceived) in North Queensland, the regions, and across Australia.**

   a. Recognise that our core strength is our historical roots in North Queensland. Increase our focus on the regions, while translating that unique Australian regional perspective out to the nation, and globally. Bring Australia's regions to Australia and the world through literature, stories and story-telling.

   b. Focus on ways FALS can connect with and help articulate key strengths of our region: rainforest to reef; local population diversity and history.

   c. Encourage appreciation and scholarship of Australian literature, stories and story-telling. Get more people reading, writing and studying Australian literature.

   d. Promote Australian literature in schools. Get kids into great Aussie stories.

2. **Increase the reach and influence of FALS**

   a. Increase engagement with our activities, events, programs, and sponsored activities.

   b. Increase attendance at our three key traditional events.

   c. Build new events, in partnership with national and regional stakeholders.

d. Grow revenue and core funding.

e. Embrace digital platforms to expand reach and accessibility of FALS events and

9. **Examine ways to increase diversity on Board and across all of our activities and engagement.**

    a. Engaging with a younger audience.

    b. Engaging more with first nations people.

    c. Take advantage of being based at a University.

    d. Engage undergraduates in technical disciplines – you can be both technical and artistic.

10. **Communications**

    a. Get a patron.

    b. Capitalise on the $50,000 prize.

    c. Advertise events.

    d. Build social media.

    e. Plan the next writer's retreat.

11. **Fundraising**

    a. Apply for government grants.

    b. Charge for events.

    c. Target funds for helping with First Nations/TO participation and writing.

12. **Examine the interface between FALS and the new Roderick Centre for Comparative Literary Studies** ae8LS and the newhdiadnT 00 Tp(a)3 (iTd(m)10 (7)2 2nbS.002 1)2sdtv (c) wehe1 (t)14 k t9 (d)1g