



FALS STRATEGY 2030



HISTORY

Summary of our journey from inception to present.

The Foundation was formally established on 18th July 1966 amidst messages of support from leading figures in Australian literary and academic fields. Sir Stephen Roberts, Vice Chancellor of the University of Sydney, described the formation of the Foundation as “a major educational achievement”.

The Vice Chancellor of the University of Queensland, Sir Fred Schonell, saw it as “a means of charting the past, vitalizing the present, and influencing the future for the increasing number of Australians seeking a literary conscience”.

The Foundation celebrates its 60th year in 2026.

MISSION

[Original mission – taken from the Constitution]

The objects for which the Foundation is established are:

- a. to promote, foster, develop and assist studies in Australian literature and language at JCU and elsewhere;
- b. to arrange for lectures, schools, conferences, publications, scholarships, award or prizes or for other activities eiusdem generis and consistent with the other objects set out above; and
- c. to solicit donations, gifts and bequests from the public to further any of its objects.

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 publications.
- f. Expand the number and scale of FALS-sponsored works, prizes, monographs, scholarly works and articles, and OpEd pieces in the media.

3. Build diversity of FALS

- a. Increase Board diversity, Aboriginal and Torres Strait Islander/s and young people.
- b. Build diversity of FALS membership, to include more school age and younger people, Aboriginal and Torres Strait Islander/s members, national and international members.
- c. Build diversity of funding sources to complement our core bequest.
- d. Add new events to our annual calendar, including expanding the book club, and conducting seminars and webinars.
- e. Expand the range of the literature we consider to include Aboriginal and Torres Strait Islander/s stories.

4. Grow the prestige and impact of our key FALS events

- a. Increase value of the Margaret and Colin Roderick prize to keep it among the top three national literary prizes in Australia. [ACHIEVED]
- b. Boost promotion of the Margaret and Colin Roderick prize to build its reputation and profile within the literary community and with the reading public.
- c. Combine digital access with traditional in-person events to cater for a broader and more diverse audience.
- d. Develop signature events that draw attention to FALS role in our region and nation.
- e. Build FALS support for new and emerging writers on or about the regions.

5. Build FALS internal capability and resources to accommodate the running of a growing organisation.

- a. Increase internal support level to 3 days/week.
- b. Use consultants as needed.

STRATEGY 2030 TARGETS

1. Increase engagement with FALS programs and events, in person and on-line by 100% over 2023 baseline (Baseline to be set).
2. Increase funding by at least \$30,000/year by 2030. Diversify funding sources by adding new income streams and by charging a nominal fee for key events.
3. Grow attendance at key events. Boost on-line view of the Lecture (when possible). Identify opportunities for developing new events in line with FALS.
4. Publish at least one Op Ed per year.
5. By 2030 at least 5% of submissions for the Margaret and Colin Roderick Literary Award are from first nations writers. [ACHIEVED]
6. Review Strategy in 2025 and 2027.

IMPLEMENTATION IDEAS

(Strategy 2030 revised October 2023)

7. **Examine ways to increase profile, status, and reach of lecture and make it more relevant for a younger audience.**
 - a. Rebrand to make it more fun and accessible.
 - b. *In conversation* with author.
 - c. Lecture tour across Australia.
 - d. TV and/or radio.
 - e. Podcast.
8. **Examine ways to boost the relevance, impact and reach of the book club.**
 - a. Align with university eg UWA family book day.
 - b. Coordinate with school book clubs in Townsville and Cairns.
 - c. On-line book club.
 - d. Use the prize increase to boost numbers and appeal.

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 at JCU.

- a. How can we work together best.
- b. Create synergies between the two organisations?