

Vision

(Is where the organisation wants to be at the expiration of the Business Plan.)

To be a national member focused respected and proactive Australian writers' organisation that empowers writers in a 21st century cyber environment.

Mission

(Relates to the present. What is our reason to exist? What is our purpose? What are our activities aimed at achieving?)

To encourage the study and practice of literature in Australia; to improve conditions for Australian writers and to assist them in every possible way while co-operating with other organisations and associations.

Goal 1

To provide an environment for the promotion and development of fellowship among writers and affiliated groups and to empower writers through recognition of their importance to the publishing process.

Goal 2

To be nationally recognised as a writers organisation who has influence and the respect of writers, governments and publishers and to provide professional support and guidance to its members

Goal 3

To operate effectively, in the cyber world of the 21st century.

Goal 4

To become a financially independent, professionally managed organisation

Goal 1 – Fellowship

To provide an environment for the promotion and development of fellowship among writers and affiliated groups and to empower writers through recognition of their importance to the publishing process.

Strategies

- Provide better services to writers to improve the value of membership
- Provide advice and support
- Provide an environment for interaction between writers and affiliated groups
- Network with other writer groups in Victoria, Australia and overseas

Activities:

Supporting writers	Publishing of works in newsletter	
Workshops	National Festivals	Review members books
Mentoring	Writing Centre	Book Launches
10000 members	Pen Pal program	Link with illustrators
National Magazine	Improve Newsletter	Car Pool
Writing Promotions	Ways of promoting writers	supporting writers
Info Sheets on most asked questions	Promote Correspondence courses	Profiles on success stories - how did I get published?
School Tours	Writing Register	Promote to wider audience
Communication with Affiliates and Regionals	New Venue for Speaker Nights	Festival involvement or generation
Networking with Affiliates	National network of writers promoting FAW	Use of Sub groups in specialist areas - Classification by Genre
Social events - Schmooz	Literature lunches/feasts	Directory of Members
Promote and support Regionals and Affiliates	Promote widely speaker nights	To what extent do we wish to be entrepreneurial?
Subscription based service - value for subscription not charging every service	Referral Service linking and referring writers with work	Update data requirements from members for referral service

Goal 2 - Professionalism

To be nationally recognised as a writers organisation who has influence and the respect of writers, governments and publishers and to provide professional support and guidance to its members

Strategies

- Lobby government, corporations and publishers
- Attend and promote conferences related to writing
- Provide professional support to writers

Activities:

Contract Advice	Regular Press Releases	Co-authoring
Agent Services	Deputations	Interviews with Publishers
MS Placement	Empowering Writers	Presentations by publishers
MS Assessment Service	Getting scores on board	
Advertising Professional Services	Preserve Writers rights and incomes	Link with other Professional Organisations
Set recommended rates - industry standards	Raise profile of Organisation	Key Writers Organisation Pro-active rather than reactive
What can we do that is not done by other organisations or can we do it better?	Australian Organisation based in Melbourne	National recognition and awareness
Political influence and muscle	Well known and respected by publishers	Responsive to changing needs of writers
Lead members into 21st century		
Library of resources	International links	Legal advice

Goal 3 - Cybership

To operate effectively, in the cyber world of the 21st century.

Strategies

- Develop our internet site
- Provide cyber services to members
- Provide international opportunities to members not normally available
- Lead writers into the cyberworld by developing their awareness and skills of new opportunities in this environment

Activities:

Cyber Sales	E-Commerce	
Internet interaction and communication	Publishing Arm - cyber and traditional	Internet newsletter updates - hot points
E-mail critique group	E-mail chat groups	joining information
Down loading of Hot tips, information sheets	Australian Writers update of dated information	question & answer on most common questions
marketing members books on line	Fee based down loading of information	tutorials on line, distance learning
contact supermarket to provide easier access to other home pages	chat corners	Help Desk - On Line services
Promote speaker nights and raise attendance	Electronic linking of writers	What will attract people to our home page?
Coffee Shop Chat on line	Electronic membership	Use of existing home page
Cyber Office	Cyber Organisation	

