



FREMANTLE PRESS

ANNUAL REPORT 2021



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Fremantle Press respectfully acknowledges the Wadjuk people of the Noongar nation as the traditional owners and custodians of the land where we work in Walyalap. We pay our respects to Wadjuk Elders past, present and emerging.



Cover page: New books on display at the Fremantle Press Great Big Book Launch at Fremantle Arts Centre.

Above left: Yuot A. Alaak, author of *Father of the Lost Boys*, co-hosted the Fremantle Press Great Big Book Launch.

Left: Publisher Cate Sutherland and creator Aška at the Fremantle Press Great Big Book Launch celebrating the release of *Stars in Their Eyes*.



VISION AND PURPOSE

Fremantle Press is a proudly not-for-profit team of publishers, authors and artists who bring uniquely Australian stories to the world. Established in 1976, Fremantle Press is renowned for producing quality works of fiction, non-fiction, poetry and children's literature.

OUR VISION

To be a fine independent Western Australian publishing company in a national and international context.

OUR PURPOSE

To identify and nurture talented new and emerging Western Australian writers and artists, as well as champion and support existing authors, and publish and distribute their work to the widest possible audience. In doing so, we believe that Fremantle Press contributes to and enriches Australia's social and cultural capital.

A SNAPSHOT OF 2021

New titles published	32	Print books sold	130,079
New editions published	7	Ebooks sold	42,611
Titles reprinted	44	Total books printed	197,182
Debut authors published	5	Recognition in literary awards	12
Total active authors/artists	226	Rights and licences sold	27
Total active titles on list	361	Freelance arts workers engaged	42

Left: Mel Hall discusses her debut novel, *The Little Boat on Trusting Lane*, with Georgia Richter at the Great Big Book Club Tea Party at the City of Joondalup Library..

CHAIR'S REPORT



It is a pleasure to report on another outstanding year for Fremantle Press, during which we consolidated the increase in revenue from book sales achieved during 2020 to exceed \$1 million in total sales revenue for 2021. This is a great result that validates the Board strategy of incremental growth in our editorial staff and published titles resulting in a significant increase in our capacity, output and revenue.

I'd like to give special acknowledgement to the Minderoo Foundation for the major impact the three-year Minderoo Editorship has had in building the permanent capacity of the Press, and for agreeing to fund a further Editorship from 2021-2023. We were thrilled with this outcome which has enabled us to offer an editor traineeship to Kirsty Horton who joined the Press during 2021 and who is already proving her worth!

In 2021, another significant development for the Press was the creation and development of our new website with enhanced e-sales functionality and a more sophisticated analytical capacity. The results have met and exceeded our expectations

including contributing to a major increase in direct sales. Our marketing team continues to shine via their work on social media in which the Press consistently beats industry benchmarks.

Deputy Chair Felicity Ruse continued her amazing work encouraging the generosity of our wonderful Champions of Literature who enjoyed, for a second year, the warm hospitality of His Excellency the Governor of Western Australia Kim Beazley at Government House on 4th October. The occasion celebrated the 45th anniversary of Fremantle Press of which the Board is immensely proud.

One frustration we faced in 2021 was our inability to finalise the delivery of our *Books for Little Bookaburras* literacy initiative due largely to COVID-19. Despite the generous donations pledged by a number of private foundations and individual donors, we found ourselves just short of the funding target by the end of the year. This initiative, to put three books in the homes of every kindy-age child for the next three years to help address the persistent literacy deficit

in our State, has become even more pressing in the time of COVID-19 when education faces repeated interruption and derailment for so many young families. We are continuing to work on completing the fundraising within the current financial year.

This year saw the second occurrence of the biennial Fogarty Literary Award, which has already produced such exciting and interesting works from the state's aspiring authors under the age of 35. The 2021 result, with both the winner Brooke Dunnell and two shortlistees receiving publishing contracts, demonstrates the depth of quality writing in our State. We await the publication of Brooke's winning manuscript *The Glass House* with great anticipation.

As always I'd like to acknowledge and thank our Patron, Tonya McCusker for her support in 2021, and for holding this important role for so many years.

Thanks again to my fellow Board members for their continuing enthusiasm and the commitment they have brought to their roles throughout 2021, with many Board

members remaining under additional work pressure due to the impacts of COVID-19.

The Press is extremely lucky to have our redoubtable CEO Jane Fraser to lead the experienced, dedicated Fremantle Press team of staff across all disciplines - editorial, marketing, financial and sales - through another highly successful yet challenging year impacted by the pandemic. On behalf of the Board, I'd like to thank every staff member for their professional contribution and to thank Jane for her extraordinary energy and resourcefulness, and for running such a tight ship.

A handwritten signature in black ink, appearing to read 'Clair Medhurst'. The signature is fluid and cursive, with a long horizontal stroke at the end.

Clair Medhurst
Chair, Fremantle Press Board

CHIEF EXECUTIVE OFFICER'S REPORT



With Minister David Templman at the Fremantle Press Great Big Book Launch in October.

With the COVID-19 pandemic continuing into 2021, we braced ourselves for another year of challenges while remaining ever hopeful that people around the country would continue to enjoy reading books ... and they did.

Our 2021 program included a total of 80 titles, 32 of which were new publications, including six which were shifted from the 2020 program. While this expanded program put extra pressure on our capacity, particularly in sales, marketing and administration, a larger program gave us the confidence to anticipate ending the year better than budget. The results exceeded expectations and, for the first time in a very long time, we secured more than \$1 million in print book sales.

Our children's books once again dominated, making up 66% of all books sold (91,103 units) and 48% of sales income, followed by fiction 19% of books sold (26,461 units) and 27% of income, non-fiction and trade 14% of books sold (19,459 units) and 24% of income, and poetry with around 1% of both sales (1,056 units) and income.

The year also ended with the highest ebook sales ever – an average increase of 25% on the previous three years. Given we have many more books on our ebook backlist, this has become a not-so-insignificant income stream.

There were so many highlights in 2021, beginning with publishing books by five very talented debut authors, all of whom we hope will be publishing with us again, and ending with international rights sales to the US, Turkey, China, Greece and Russia, and a film option.

In between, we held the Fogarty Literary Award for an unpublished author under the age of 35, developed and ran a host of events and workshops for emerging writers, authors, librarians and teachers, and, importantly, we commenced our Reconciliation Action Plan, initiated a carbon neutral plan and subscribed to the SBS twelve-month inclusion program.

Custom publishing income was significantly ahead of budget due to an unprecedented (and very welcome) number and variety of

projects commissioned by external clients. We are always indebted to organisations that choose to use our consultancy services to produce quality publications for their staff and stakeholders because those funds underpin our core activity.

We gratefully acknowledge the important funding support we receive each year from the State Government, along with the opportunity provided this year to extend our Four Centres Emerging Writers Program for another two years. The ongoing support from our sponsors and donors is equally valued, including the Minderoo Foundation for sponsoring another three-year Minderoo Editorship.

In 2021, we celebrated 45 years of Western Australian publishing at a Government House evening in October with the Governor the Hon. Kim Beazely as welcoming as ever. This provided a special opportunity to acknowledge the generous financial donations from our Champions of Literature who have supported the Press's activities for more than five years now.

I once again extend my sincere and heartfelt thanks to the remarkable group of people who make Fremantle Press thrive. We are a small team in a small office, with bundles of creative energy and skill and enough determination to deal with all sorts of challenges and get things done.

Thanks to my admin and accounts colleagues for keeping the office ticking along, and to our amazing editorial team who steered their programs through without a hitch,

marking the 2021 list as memorable for its literary breadth and quality. Not least, to our dynamic marketing team, without whose inspiration and expertise none of our books would find their audiences.

To our United Book Distributor/Penguin Random House sales and distribution teams who kept the supply of books across the country and into bookshops as fluid as they could in another difficult year.

As in most years, we farewelled some wonderful folk and welcomed a few new faces to the Fremantle Press family, including bookkeeper Kitty He's baby daughter, Florence.

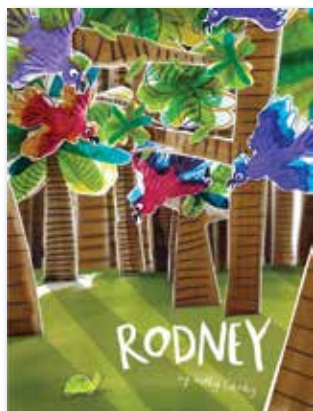
Members of the Board led by Chair Clair Medhurst: Deputy Chair Felicity Ruse, Treasurer Mark Douglas, Louise Jones, David Ansell, Deb Leavitt and John Hoddinott, have been consistently enthusiastic and steady in guiding and supporting me and the organisation over the past year, for which I'm very grateful.

We are always indebted to a wide team of freelance editors, artists and designers, booksellers, librarians, interns and volunteers who actively share, support and communicate our vision. Thanks as always to all these skilled, creative and dedicated arts workers, and to the writers and artists who entrust us with their stories.

Jane Fraser
CEO, Fremantle Press

PUBLISHING PROGRAM – NEW TITLES

JANUARY



RODNEY (NEW EDITION PAPERBACK)

Kelly Canby

Rodney spends most of his days looking up. Imagining, for hours, what a life high among the treetops would be like and how it would feel to be so ... tall.

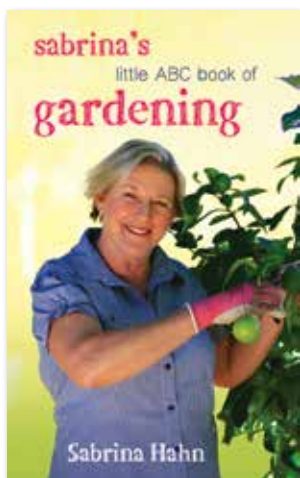
Rodney is a small tortoise with a BIG dream. All he wants is to be larger. Then one day, Rodney's dream comes true – or does it? It's all a matter of perspective!

305 x 210 mm paperback • Picture book • 32 pages

'The bold illustrations of Rodney, his mates and their forest home bring to life this story with some important messages about not comparing your life to that of others and that happiness can be a matter of adjusting your own mindset.' *West Weekend Magazine*



JANUARY



SABRINA'S LITTLE ABC BOOK OF GARDENING

(NEW EDITION)

Sabrina Hahn

Popular columnist, broadcaster and landscape gardener Sabrina Hahn has written a pocket-sized guide jam-packed with handy hints about gardening. Drawing on years of experience, Sabrina has tips on how to care for our most popular plants while avoiding common pitfalls.

A format paperback • Non fiction • 128 pages

'Sabrina's gardening knowledge combined with her wicked sense of humour and passion for the environment guarantees an amusing and practical answer to almost any question ...' *Josh Byrne, Gardening Australia*

JANUARY



TEN TINY THINGS (NEW EDITION PAPERBACK)

Meg McKinlay and Kyle Hughes-Odgers

Tessa and Zachary have a machine that is swift and splendiferous. Every day it carries them from here to there and back again in cool calm comfort. But one morning, the machine breaks down. Tessa and Zachary are forced to venture into the world beyond its metal walls – a place of secret somethings and hidden happenings. Getting from here to there may never be the same ...

230 x 230 mm paperback • Picture book • 36 pages

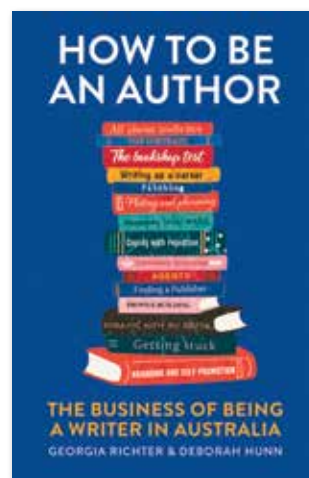
'Recommended for children aged five and up *Ten Tiny Things* will certainly be treasured by younger readers.' *Books+Publishing*

'What really grabbed me about this book is the art style. I have never seen anything like this before.' *ABC Regional Radio*

SCBWI CRYSTAL
KITE AWARD
(WINNER 2013)

THE WILDERNESS
SOCIETY'S
ENVIRONMENT
AWARD
(SHORTLISTED
2013)

FEBRUARY



HOW TO BE AN AUTHOR: THE BUSINESS OF BEING A WRITER IN AUSTRALIA

Georgia Richter and Deborah Hunn

This is an indispensable book for writers. Between its pages is everything you need to know about the business of being a writer, from people who live and breathe books. Keep this book by your side as you pursue your publishing dream.

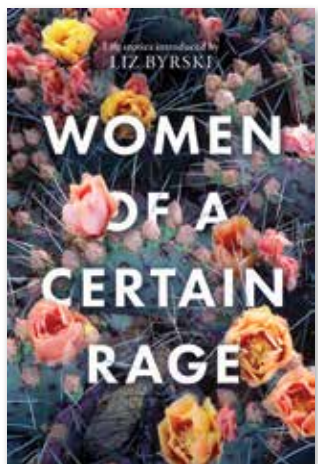
C format paperback • Non fiction • 280 pages

'This practical and useful book ... a lifeline to many writers in Australia who don't know where to go after typing "The End".' *AU Review*

'Whether you're a published author or an enthusiastic novice, reading this book will feel like attending a world-class writing workshop at home.' *Writing WA*

PUBLISHING PROGRAM – NEW TITLES

FEBRUARY



WOMEN OF A CERTAIN RAGE

Liz Byrski

This book is the result of what happened when Liz Byrski asked 20 Australian women from widely different backgrounds, races, beliefs and identities to take up the challenge of writing about rage.

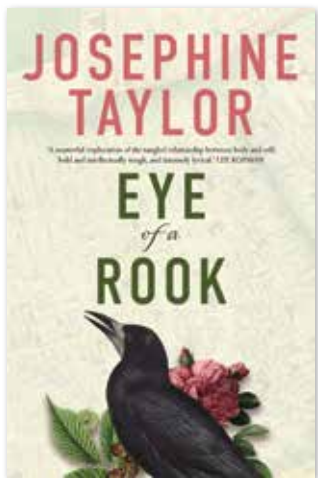
The honesty, passion, courage and humour of their very personal stories is energising and inspiring. If you have ever felt the full force of anger and wondered at its power, then this book is for you.

B+ format paperback • Non fiction • 232 pages

'Whether you are a reader or a writer, *Women of a Certain Rage* is a valuable example of the potential power and impact of creative non-fiction.' *Writing WA*

'Each piece is filled with emotion, but at the end of the book what is left is an overwhelming sense of hope and determination; and women in Australia could really use some of that right now.' *AU Review*

FEBRUARY



EYE OF A ROOK

Josephine Taylor

In 1860s London, Arthur sees his wife, Emily, suddenly struck down by a pain for which she can find no words, forced to endure harmful treatments and reliant on him for guidance. Meanwhile, in contemporary Perth, Alice, a writer, and her older husband, Duncan, find their marriage threatened as Alice investigates the history of hysteria, female sexuality and the treatment of the female body – her own and the bodies of those who came before.

C format paperback • Fiction • 232 pages

'A compassionate debut that explores literary history and the relationship between body and self.' *Readings*

FEBRUARY



BENEATH THE TREES

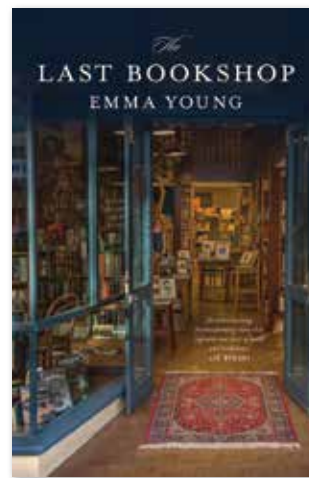
Cristy Burne

Cam and Sophie feel like they've been travelling forever to get to the rainforest and the river and their cousins. They just want to see a platypus in the wild, but with the rain tipping down and the river turning wild they can't see a thing. Until suddenly, they can. A platypus is just below them, and it needs help! But when their rescue attempt goes horribly wrong, it's not just the platypus that needs saving ...

B format paperback • Middle readers • 104 pages

'*Beneath the Trees* is a wilderness survival story that is full of practical advice for independent young adventurers.' *Readings*

MARCH



THE LAST BOOKSHOP

Emma Young

Cait is a bookshop owner and book nerd whose social life revolves around her mobile bookselling service hand-picking titles for elderly clients. After a tough decade for retail, Book Fiend is the last bookshop in the CBD. When James breezes into Book Fiend, Cait realises life might hold more than her shop and her cat, but while the new romance distracts her, a more personal tragedy is looming.

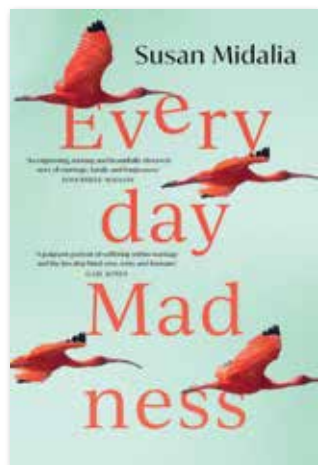
C format paperback • Fiction • 256 pages

'Emma Young's knowledge of literature wafts through this story of love, loss and loneliness like a warm breeze, reminding us that stories can help heal.' *Australian Women's Weekly*



PUBLISHING PROGRAM – NEW TITLES

MARCH



EVERYDAY MADNESS

Susan Midalia

Life sucks when you are a vacuum cleaner-salesman facing redundancy, and your wife of nearly 40 years fills your days and nights with incessant chatter. But when Gloria suddenly and alarmingly stops talking, the silence is more than 59-year Bernard can bear. In desperation, Bernard turns to his ex-daughter-in-law for help. Meg has issues of her own. Will Meg's suspicious nature thwart her chance encounter with the kindly but enigmatic Hal? And is there still hope for Bernard and Gloria on the other side of silence?

B+ format paperback • Fiction • 280 pages

'Everyday Madness is funny, clever, sensitive and firmly rooted in the real world.' *AU Review*

APRIL



SHINE

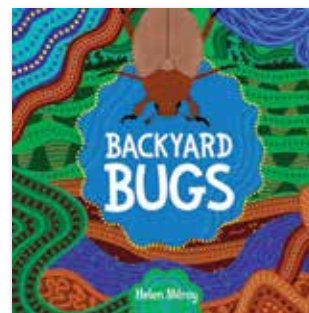
Danny Parker and Ruth de Vos

Shine is a love song between a parent and a child, celebrating the beauty and joy of everyday family life, through mess and chaos and daily routines. This is a story that seeks to find the beauty in ordinary things: the wonder of a lazy afternoon, the joy of being together. It is an attempt to put words to that spark of connection that we have with each other.

230 x 235 mm hardback • Picture book • 32 pages

'This big book offers the reader a bouncy rhyming couplet across each double-page in a text that's splashed across wildly chaotic, happy, messy, jangling scenes of a family life where there are three young children and two madly busy adults in love with them.' *Reading Time*

MARCH



BACKYARD BUGS

Helen Milroy

From beautiful butterflies to kaleidoscopic Christmas beetles, First Nations author and illustrator Helen Milroy returns to the backyard with a picture book designed to teach kids (and their handlers) all about the scurrying, scuttling, scooting, buzzing, zooming splendour of insects.

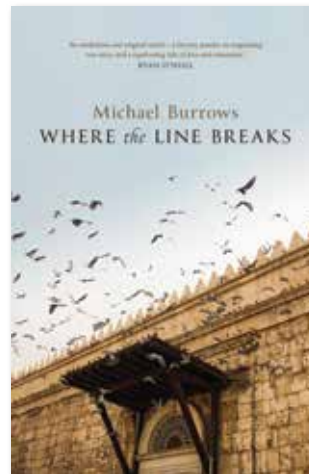
195 x 195 mm hardback • Picture book • 32 pages

'The detailed endpapers are immediately appealing and are a place where children can spy all the insects, while the compact size of the book complements that familiar, child-friendly premise of looking for backyard bugs.' *Magpies*

'With a vibrant sturdy cover and alliterative title, young readers will be instantly drawn to the book and delighted to recognise and identify the bugs in their backyard.' *Writing WA*



APRIL



WHERE THE LINE BREAKS

Michael Burrows

The Unknown Digger is Australia's most famous WWI poet, but his identity is a mystery. Enter Matthew Denton – a PhD student at University College, London – who believes the Unknown Digger to be in fact one of Australia's greatest war heroes: Lieutenant Alan Lewis VC of the 10th Light Horse. As the story of Lieutenant Lewis unfolds, the question of what makes him a poet, a lover and a hero becomes a troubled one. Meanwhile, in the footnotes, scholar Matt Denton is fighting his own battles with romance and with academia as he attempts to rewrite literary history.

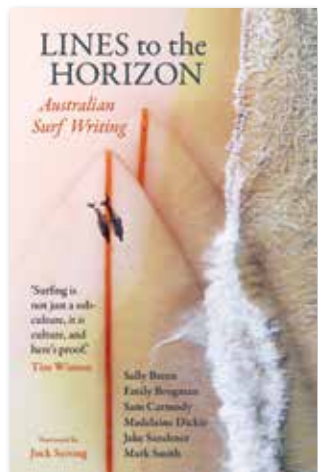
C format paperback • Fiction • 224 pages

'This novel is a thoughtful and lively take on the limitations of scholarship and on the unknowable nature of the past.' *Sydney Morning Herald*



PUBLISHING PROGRAM – NEW TITLES

APRIL



**LINES TO THE HORIZON:
AUSTRALIAN SURF WRITING**
Madelaine Dickie, Sam Carmody, Jake Sandtner, Emily Brugman, Sally Breen and Mark Smith

From Gold Coast surf culture to the life and death relationships of humans to the sea; from surf travel in Mexico to Taj Burrow's final campaign in Fiji, this collection features six authors writing about surf, and the ocean, in six very different ways. Their stories are reverential, energetic and mystical, and between them cover thousands of kilometres of coastline, at home and away.

C format paperback • Non fiction • 240 pages

'Surfing is not just a sub-culture, it is culture, and here's proof.'
Tim Winton

APRIL



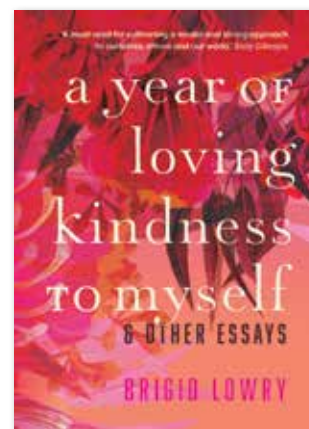
**COLOUR ME
(NEW EDITION PAPERBACK)**
Ezekiel Kwaymullina and Moira Court

We are all different. But together we colour our world amazing. Using the rainbow as a metaphor for our diversity and uniqueness, indigenous author Ezekiel Kwaymullina joins forces with award-winning illustrator Moira Court in this gorgeous new picture book. Luminous screen prints and evocative prose celebrate every individual colour as well as the power of their combination.

150 x 150 mm paperback • Picture book • 32 pages

'This beautiful picture book will engage young readers through shape and colour, movement, sound and text in a most satisfying whole. Recommended to share with little ones.'
Magpies

APRIL



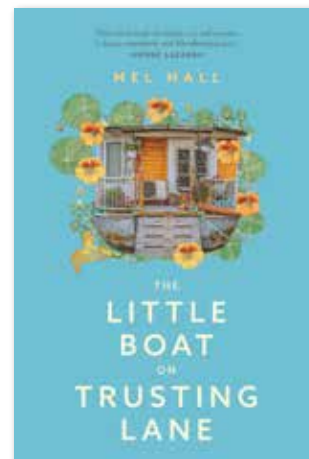
**A YEAR OF LOVING KINDNESS TO MYSELF
AND OTHER ESSAYS**
Brigid Lowry

A beautifully presented and uplifting book of contemplative, wry, sometimes funny essays about living thoughtfully and with care amidst life's challenges. If you're struggling to maintain grace and good humour amidst daily potholes and pitfalls, Brigid Lowry may be just the warm, wise and witty companion you need. Informed by contemporary psychology and Buddhist philosophy, Brigid's essays offer reflections on everything from friendship to grief, and from gratitude to self-care.

A format hardback • Non fiction • 144 pages

'Australian author Brigid Lowry's luminescent book is full of beauty and reminders of how to breathe through the difficult moments and appreciate the good.'
Apple Books

MAY



THE LITTLE BOAT ON TRUSTING LANE
Mel Hall

Richard runs his alternative healing centre from an old houseboat in a scrapyard on Trusting Lane. *The Little Mother Earth Ship* provides spiritual sustenance at regular meetings of the Circle of IEWA. While Richard plies his new-age wisdom, disciples Finn and August help to run the centre. But warning letters from the council are piling up down the side of the fridge and the arrival of a new mystic, Celestiaa Davinaa, is about to rock their world. How many alternative healers can one small boat hold before the enterprise capsizes?

B+ format paperback • Fiction • 272 pages

'Mel Hall has created a thoughtful story about the quest for personal meaning, exploring themes of invisible illness, sexuality, community, faith and spirituality.'
Books+Publishing

FOGARTY
LITERARY
AWARD
(LONGLISTED
2019)

PUBLISHING PROGRAM – NEW TITLES

MAY



WHERE DO THE STARS GO?

Katie Stewart

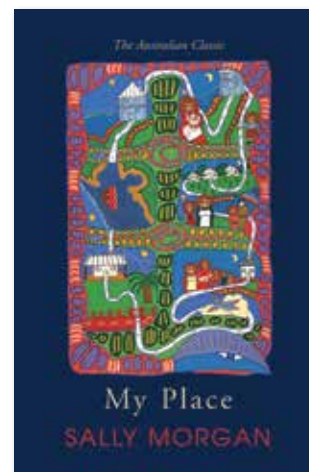
Possum wakes one day and wants to know where the stars go in the morning. His friends, such as bungarra, rakali, numbat and galah, all have ideas and he spends a wonderful day discovering 'stars' in his environment. So wonderful, in fact, that even when his mother helps him discover the true answer, he still plans to look for more stars the next day.

235 x 235 mm hardback • Picture book • 32 pages

'The full-page beautifully textured illustrations of iconic Australian fauna and flora make the book worth simply looking at before even beginning to read.' *Reading Time*

'This is great book to encourage young children's curiosity about their natural environment and to pose their own questions about the world around them.' *ReadPlus*

MAY



MY PLACE

(NEW EDITION)

Sally Morgan

In 1982, Sally Morgan travelled back to her grandmother's birthplace. What started as a tentative search for information about her family turned into an overwhelming emotional and spiritual pilgrimage. *My Place* is a moving account of a search for truth, finally freeing the author's mother and grandmother to tell their own stories.

B+ format paperback • Non fiction • 448 pages

'A book for everyone: a book with the form and texture of a novel and the complexity and pace of a mystery not solved until the final pages. It is wonderfully entertaining.' *New York Times Book Review*

ORDER OF
AUSTRALIA
BOOK PRIZE
(WINNER 1990)

NEW SOUTH
WALES PREMIER'S
LITERARY AWARD
(SHORTLISTED
1987)

HUMAN RIGHTS
AWARD FOR
LITERATURE
(WINNER 1987)

JUNE



VOCIFERATE | 詠

Emily Sun

The poems in Emily Sun's debut poetry collection *Vociferate | 詠* were inspired by diasporic-Asian feminist writers. Like these writers, Emily resists Orientalist tropes as she explores the complexities of national and transnational identities, reflects upon the concept of belonging, and questions what it means to be Asian-Australian.

B+ format paperback • Poetry • 114 pages

'Every poem here is like a little grenade, sometimes filled with sizzling rage, sometimes wry humour, but always with expansive wit and erudition. *Vociferate* is polemical, personal and political. Be prepared to be blown away!' *Alice Pung*

JUNE



POEMS THAT DO NOT SLEEP

Hassan Al Nawwab

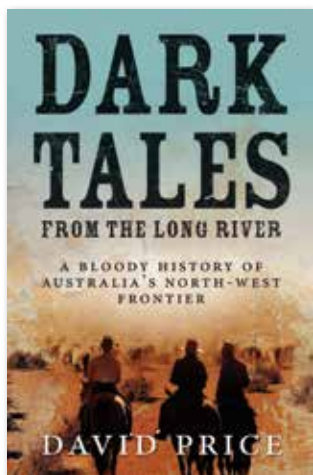
Hassan Al Nawwab is a former Iraqi soldier who came to Australia after the war with his family 20 years ago. With devastating simplicity, these imagistic poems speak of war and terror, of homesickness in exile, the blessings of peace and the pain of belonging. The collection is in two parts, 'Tree Flying' and 'Diaspora', and each poem is presented with its counterpart in Arabic on the opposite page, as translated from English by the poet himself.

B+ format paperback • Poetry • 112 pages

'These are powerful poems ... an important collection that bears witness to the experience of a war that has all too often been told exclusively from the vantage point of the occupying forces.' *Poetry Foundation*

PUBLISHING PROGRAM – NEW TITLES

JUNE



DARK TALES FROM THE LONG RIVER: A BLOODY HISTORY OF AUSTRALIA'S NORTH-WEST FRONTIER

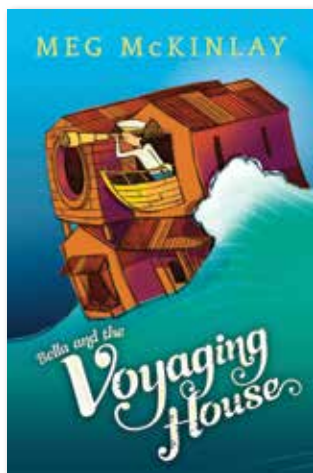
David Price

David Price takes us back to a time when the line between lawmakers and criminals was lightly drawn. Based on a wide array of contemporaneous accounts of life in the Gascoyne, these true crime stories depict an era when Australia's laws served to maintain order rather than to secure justice. *Dark Tales from the Long River* offers a window into an evolving history of Western Australia that is still struggling into the light.

C format paperback • True Crime • 208 pages

'*Dark Tales from the Long River* offers an important and accessible record of social history ...' *Writing WA*

JULY



BELLA AND THE VOYAGING HOUSE

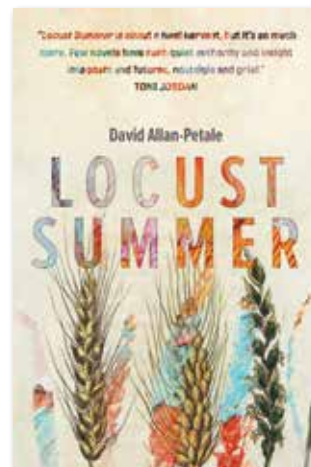
Meg McKinlay and Nicholas Schafer

Bella's house likes to travel, setting sail across the ocean while everyone sleeps. Bella's parents don't mind as long as the house is home by daylight. One night, Bella has a wonderful idea for her grandfather's birthday. She wants to find a figurine he made of her grandmother, lost overboard in an accident. Bella and the house go in search of it, but things don't quite go according to plan ...

B format paperback • Junior fiction • 112 pages

'A wonderful story with the warmth of home at its heart, *Bella and the Voyaging House* will win legions of readers, loving the idea of a house that can walk about and have adventures with the young girl who steers it.' *Magpies*

JULY



LOCUST SUMMER

David Allan-Petale

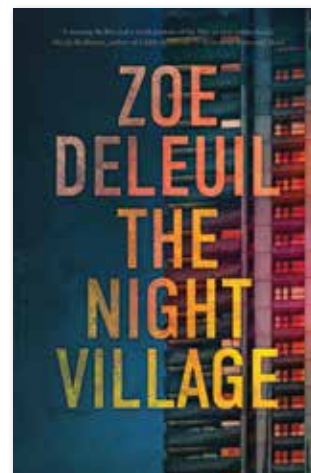
On the cusp of summer, 1986, Rowan Brockman's mother asks if he can come home to Septimus in the Western Australian Wheatbelt to help with the harvest. Rowan's brother Albert, the natural heir to the farm, has died, and Rowan's dad's health is failing. Although he longs to, there is no way that Rowan can refuse his mother's request as she prepares the farm for sale.

This is the story of the final harvest – the story of a young man in a place he doesn't want to be, being given one last chance to make peace before the past, and those he has loved, disappear.

B+ format paperback • Fiction • 240 pages

'This is a book that reflects on families, and grief, and memory, but also on the challenges of trying to capture the complexity of real life in prose ...' *West Australian*

AUGUST



THE NIGHT VILLAGE

Zoe Deleuil

When Australian expat Simone moves to London to start a career, getting pregnant is not on her agenda. But she's excited to start a new life with her baby, even though her boyfriend's apartment in the Barbican Estate seems completely ill-suited for a baby. Even though they have only known each other for a year. Even though she feels utterly unprepared for motherhood. The arrival of his cousin Rachel in the flat should be a godsend. But there is something about Rachel that Simone doesn't trust.

C format paperback • Fiction • 248 pages

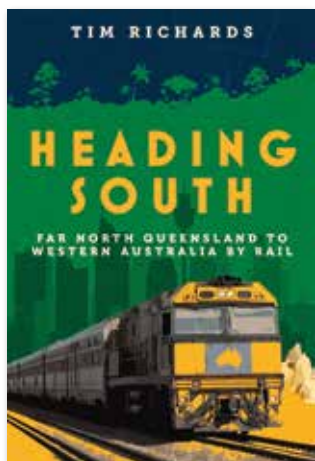
'... a tense, literary, domestic thriller ...' *AU Review*

'... a quietly unsettling portrait of new motherhood and how we should always trust our inner-most instincts.' *Reading Matters*

CITY OF
FREMANTLE
HUNGERFORD
AWARD
(SHORTLISTED
2018)

PUBLISHING PROGRAM – NEW TITLES

AUGUST



HEADING SOUTH

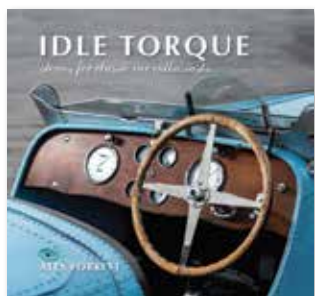
Tim Richards

Freelance travel writer and Lonely Planet guidebook contributor Tim Richards decides to shake up his life by taking an epic rail journey across Australia. Jumping aboard iconic trains like the *Indian Pacific*, *Overland* and *Spirit of Queensland*, he covers over 7,000 kilometres, from the tropics to the desert and from big cities to ghost towns. Tim's journey is one of classic travel highs and lows: floods, cancellations, extraordinary landscapes and forays into personal and public histories – as well as the steady joy of random strangers encountered along the way.

B+ format paperback • Non fiction • 256 pages

'All the way it's clear that this is a man in love with train travel, a true rail fan.' *Tony Wheeler, co-founder of Lonely Planet*

AUGUST



IDLE TORQUE

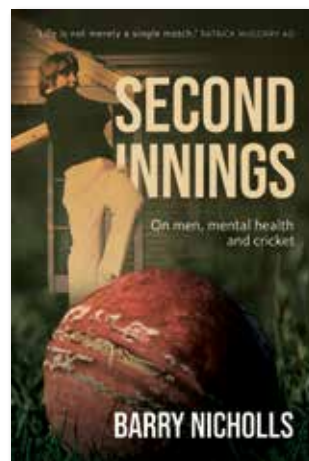
Alex Forrest

Love an E-Type Jag, Mustang, Ferrari or Rolls-Royce? What about a Lamborghini, Austin-Healy, Aston Martin, Mercedes-Benz, even a Mini Cooper? *Idle Torque* is for the avid collector, unapologetic revhead, vintage Sunday driver or weekend restorer, for those who can appreciate the iconic design and engineering of cars from the golden ages of motoring. This is a collection of the most memorable stories told in the long-running column 'Idle Torque' that appeared every week in *The West Australian* newspaper.

255 x 240 mm hardback • Non fiction • 104 pages

'... this would be a sure bet for rev-heads and classic-car enthusiasts alike.' *West Australian*

AUGUST



SECOND INNINGS

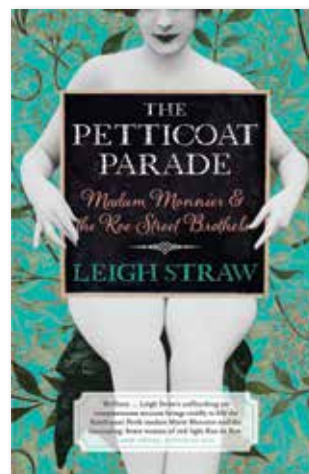
Barry Nicholls

A reflection on Barry Nicholls's life, *Second Innings* explores the author's struggle with mental health and the road to recovery, using his love of the game of cricket to make sense of it all. Set partly in the present, *Second Innings* includes flashbacks through five decades of life and focuses particularly on the lives of the men across the generations of Barry Nicholls' own family, and tells the story of Barry's journey from teacher to print journalist to broadcaster.

B+ format paperback • Non fiction • 192 pages

'... it's a heartfelt reminder that, as Nicholls writes, "in life there is always a second innings".' *West Australian*

SEPTEMBER



THE PETTICOAT PARADE: MADAM MONNIER & THE ROE STREET BROTHEL

Leigh Straw

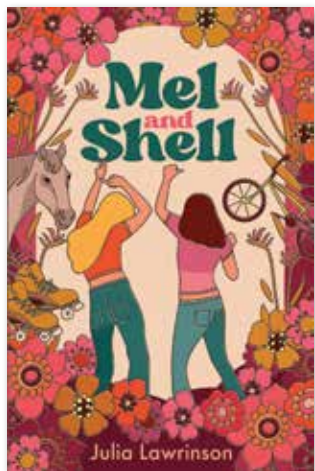
Josie de Bray was a brothel madam who owned most of Roe Street, Perth from WWI up to the 1940s. This immensely readable social history uses the life of Josie de Bray as conduit into the lives of her friends and competitors – the many women who paraded in their petticoats on the verandas of Roe Street, and who were kept from the public view and were secret keepers themselves in the seamier side of town.

C format paperback • Non fiction • 200 pages

'... a thoughtful and deeply researched social history ...' *West Australian*

PUBLISHING PROGRAM – NEW TITLES

SEPTEMBER



MEL AND SHELL

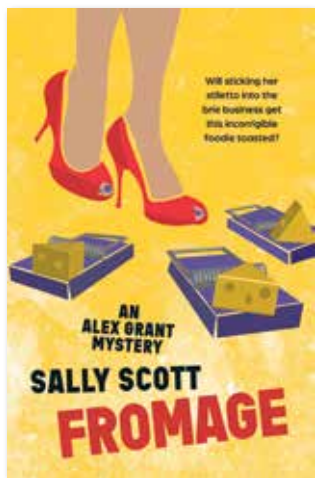
Julia Lawrinson

It's 1979. Swedish pop group ABBA rules the airwaves, roller skating is cool, and Mel and Shell are best friends. There's nothing they like more than making up dances to ABBA songs, and there's nothing they like less than Scary Sharon and Stinky Simon. But things are changing, fast. Confiding in her pen pal from 1829, Shell discovers she has a lot to learn about loyalty, honesty and roller skating.

B format paperback • Middle readers • 208 pages

'Award-winning author Julia Lawrinson has penned a tale of serious middle-grade issues in a light-hearted approach that ensures an engaging and enjoyable reading experience for the audience.' *Magpies*

OCTOBER



FROMAGE

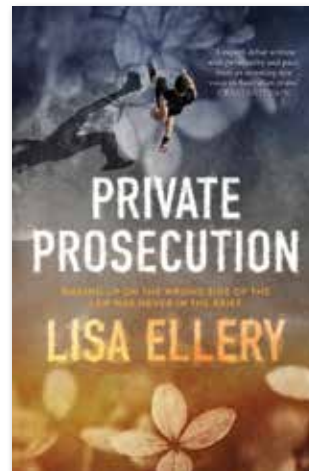
Sally Scott

Journalist Alex Grant is enjoying the last days of her summer holiday in Croatia when she is accosted by an old school friend and her odious brother, Brian, both there to attend the funeral of their fearsome grandfather's two loyal retainers. An incorrigible foodie, Alex is unable to resist Brian's invitation to visit the family creamery in Australia's South West to snoop around for stories and eat her body weight in Brie. But trouble has a way of finding Alex – what begins as a country jaunt in search of a juicy story will end in death, disaster and the destruction of multiple pairs of shoes.

C format paperback • Fiction • 224 pages

'A rollicking, delicious and chaotically disastrous mystery.' *Readings*

SEPTEMBER



PRIVATE PROSECUTION

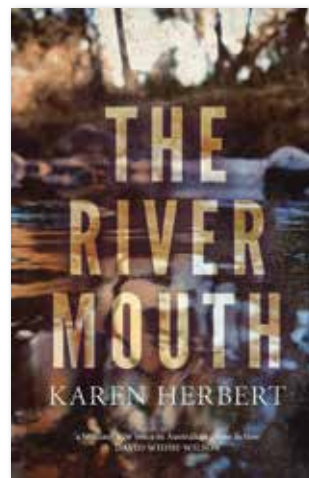
Lisa Ellery

Andrew Deacon is young, fit and single, a junior prosecutor with a bright future and a sense of entitlement to match. That future starts to look darker when he spends the night with an attractive stranger, Lily Constantine, and she is found murdered in her apartment the following day. Andrew believes he knows who killed Lily, but there is not a shred of evidence to prove it. Andrew knows who did it but the clock is ticking and he has to prove it before he gets himself taken out.

C format paperback • Fiction • 248 pages

'Lawyer-turned-writer Lisa Ellery uses her knowledge and experience in the legal sector to round out detailed judicial proceedings in her debut thriller, building a believable foundation for the tense drama that unfolds.' *Books+Publishing*

OCTOBER



THE RIVER MOUTH

Karen Herbert

Fifteen-year-old Darren Davies is found facedown in the Weymouth River with a gunshot wound to his chest. The killer is never found. Ten years later, his mother receives a visit from the local police. Sandra's best friend has been found dead on a remote Pilbara road. And Barbara's DNA matches the DNA found under Darren's fingernails. When the investigation into her son's murder is reopened, Sandra begins to question what she knew about her best friend. As she digs, she discovers that there are many secrets in her small town, and that her murdered son had secrets too.

C format paperback • Fiction • 256 pages

'You're not going to want to put this literary and lyrical crime novel down until you're finished.' *AU Review*

PUBLISHING PROGRAM – NEW TITLES

OCTOBER



STARS IN THEIR EYES

Jessica Walton and Aška

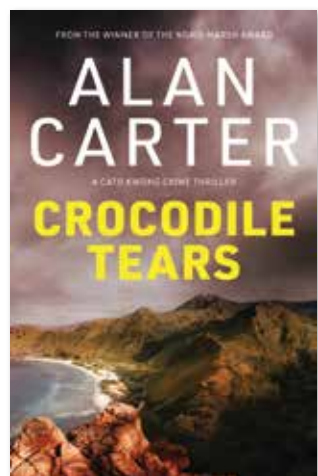
Maisie has always dreamed of meeting her hero, Kara Bufano, an amputee actor who plays a kick-arse amputee character in her favourite show. Fancon is big and exciting and exhausting. Then she meets Ollie, a cute volunteer who she has a lot in common with. Could this be the start of something, or will her mum, who doesn't seem to know what boundaries are, embarrass her before she and Ollie have a chance?

B format paperback • Graphic Novel • 216 pages

'Stars in Their Eyes is a very necessary story, representing the various ways we love each other and the diversity of the bodies we inhabit. As storytellers, Jessica Walton and Aška invite us to see that it's our daily interactions, and our ways of communicating with each other, that will create a more accessible future.'
Reading Time



NOVEMBER



CROCODILE TEARS

Alan Carter

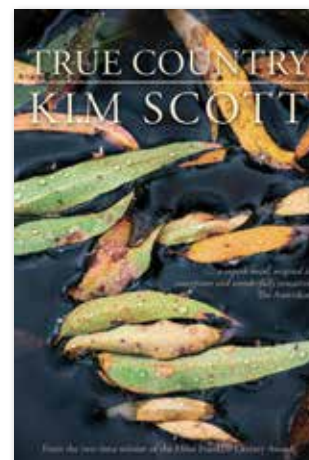
Detective Philip 'Cato' Kwong is investigating the death of a retiree found hacked to pieces in his suburban Perth home. The trail leads to Timor-Leste, with its recent blood-soaked history. There, he reunites with an old frenemy, the spook Rory Driscoll who, in Cato's experience, has always occupied a hazy moral terrain.

Rory has been Canberra's go-to guy when things get sticky in the Asia-Pacific, but now Rory wants out. But first he's needed to chaperone a motley group of whistleblowers with a price on their heads. And there's one on his, too.

C format paperback • Fiction • 336 pages

'This is an extremely intelligent thriller, and a fitting ending to the series.' *AU Review*

OCTOBER



TRUE COUNTRY

(NEW EDITION)

Kim Scott

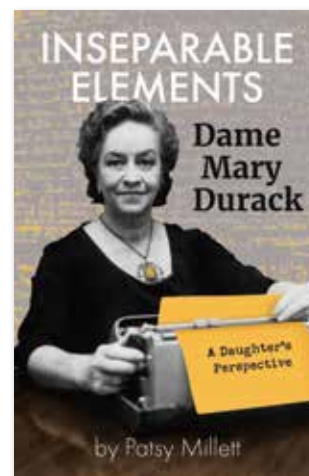
Billy, a young school teacher, arrives in Karnama, a remote settlement in Australia's far north, in search of his own history, his Aboriginality and his future. Gradually the outsider is drawn in, and finds himself engaging deeply, irrevocably, not only with the moments of desolation and despair, but also with the great heart and spirit of the people. Finally the exile enters the true country.

B format paperback • Fiction • 304 pages

'This vital, often lyrical and always uncompromising novel marks an impressive debut.' *Australian Book Review*

'Kim Scott captures the ambiguities, the troubles and the rewards which accompany the brutal and delicate nuances of relations when particles of one culture pass, as if through a fine sieve, into the heart of another culture.' *Elizabeth Jolley*

NOVEMBER



INSEPARABLE ELEMENTS

Patsy Millett

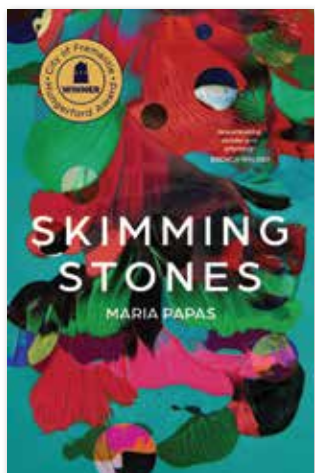
Dame Mary Durack Miller was born into a pastoral legacy that made her name famous even before she became one of Australia's most popular literary doyennes of the 20th century. Drawing on a great accumulation of first-hand sources, principally her mother's diaries and correspondence, Patsy Millett's book is about a well-known family who saw their prospects as blighted. Millett's sharp, insightful prose and acerbic wit create an intimate portrait of an extraordinary writer whose family life was filled with triumph and tragedy.

C format paperback • Non fiction • 464 pages

'... Millett continues the tradition of transforming family history into a multigenerational saga.' *Sydney Morning Herald*

PUBLISHING PROGRAM – NEW TITLES

NOVEMBER



SKIMMING STONES

Maria Papas

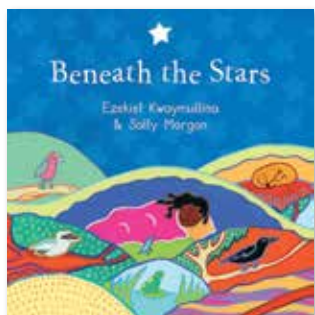
Grace first met her lover as a teenager, their bond forged in the corridors and waiting rooms where siblings of cancer patients sit on the sidelines. Now an adult, for Grace, nursing is a comforting world of science and certainty. But the paediatric ward is also a place of miracles and heartbreak and, when faced with a dramatic emergency, Grace is confronted with memories of her sister's illness. Revisiting the haunts of her childhood, Grace discovers that a stone cast across a lake sends out ripples long after the stone has gone.

C format paperback • Fiction • 208 pages

'Haunting and poetic in places, this novel deftly illuminates the looping effect of childhood illness and trauma on future lives.' *Books+Publishing*



NOVEMBER



BENEATH THE STARS (NEW EDITION)

Ezekiel Kwaymullina and Sally Morgan

Beneath the Stars is a collection of three board books, *We All Sleep*, *My Country* and *Dreamers*, housed in a beautiful slipcase for first-time readers. This collection from acclaimed mother-and-son-team Sally Morgan and Ezekiel Kwaymullina takes readers on a journey and lends itself to interactive reading aloud with play-acting or actions.

150 x 150 mm • Children's Picture Books • 24 pages each

'A beautiful celebration of our country with simple text and so much to look at in each stunning illustration. A book that should be in every home.' *Good Reading*

WESTERN AUSTRALIAN PREMIER'S BOOK AWARDS (SHORTLISTED 2016)

CHILDREN'S BOOK COUNCIL OF AUSTRALIA EARLY CHILDHOOD (NOTABLE BOOK 2012)

CHILDREN'S BOOK COUNCIL OF AUSTRALIA PICTURE BOOKS (NOTABLE BOOK 2012)

NOVEMBER



STELLARPHANT

James Foley

Stella the elephant is fighting interstellar discrimination one pachyderm at a time! Stella wants to be an astronaut. There is only one problem: Stella is an elephant. Every time she applies to Space Command, they come up with a new reason she can't join. But where there's a will, there's a way and Stella is determined to reach for the stars.

235 x 255 mm hardback • Picture book • 32 pages

'With wonderful humorous details in the illustrations and a truly inspiring heroine, *Stellarphant* is a must read!' *Kids' Reading Guide*
'Foley's vivid illustrations paired with his extraordinary storytelling create an unforgettable tale.' *Better Reading*



PUBLISHING PROGRAM – REPRINTED AND REISSUED TITLES

ADULT FICTION

<i>The Last Bookshop</i>	Emma Young
<i>Prime Cut</i>	Alan Carter
<i>River of Salt</i>	Dave Warner

NON-FICTION

<i>Meet Me at the Intersection</i>	Anthology
<i>Women of a Certain Rage</i>	Anthology
<i>Heartsick for Country</i>	Anthology
<i>The Last of the Nomads</i>	W. J. Peasley
<i>A Fortunate Life</i>	A. B. Facey

POETRY

<i>Of Memory and Furniture</i>	Bron Bateman
<i>Conversations I've Never Had</i>	Caitlin Maling
<i>Swamp</i>	Nandi Chinna
<i>Vociferate 詠</i>	Emily Sun
<i>Poems That Do Not Sleep</i>	Hassan Al Nawwab

CHILDREN'S AND YA FICTION

<i>The History of Mischief</i>	Rebecca Higgin
<i>The Smuggler's Curse</i>	Norman Jorgensen
<i>Destroying Avalon</i>	Kate McCaffrey

My Place for Younger Readers
Jack's Island
A Fortunate Life for Young Readers
Lighthouse Girl
Invisible Boys
To the Lighthouse
Bella and the Voyaging House
Sister Heart

Sally Morgan
 Norman Jorgensen
 A. B. Facey
 Dianne Wolfer
 Holden Sheppard
 Cristy Burne
 Meg McKinlay
 Sally Morgan

CHILDREN'S PICTURE BOOKS

At the Dog Park
The Deep
Backyard Birds
My Country (board book)
We All Sleep (board book)
A Sausage Went for a Walk
Bawoo Stories

Moira Court
 Tim Winton and Karen Louise
 Helen Milroy
 Ezekiel Kwaymullina and Sally Morgan
 Ezekiel Kwaymullina and Sally Morgan
 Elisha Majid and Peter Kendall
 May O'Brien (d.2020), Sue Wyatt and Angela Leaney
 Helen Milroy
 Kelly Canby
 Tracey Gibbs
 Sally Morgan and Ambelin Kwaymullina



CONSULTANCY WORK

CUSTOM PUBLISHING



BABY WAYS (NOONGAR EDITION)

Client: Better Beginnings Program, State Library of Western Australia

Format: 150 x 150 mm, board book with mirror

In 2006 we were commissioned to create the State Library's first publication for their Better Beginnings program, the photographic board book *Baby Ways*. We have worked with the Better Beginnings program now for over ten years and have produced more than 224,800 copies of *Baby Ways*, together with a large format edition of *Baby Ways*, a Braille edition of *Baby Ways* and 45,000 copies of a lift-the-flap board book, *Let's Go, Baby*. In 2021, we were commissioned to create the State Library's first Noongar publication for their Better Beginnings program, a new edition of the photographic board book *Baby Ways* with text in both Noongar and English.

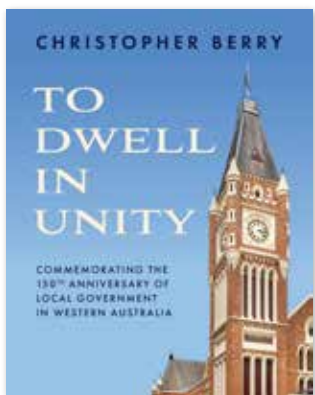


NGANGK WAANGENING: MOTHERS' STORIES

Client: Ngangk Yira Research Centre for Aboriginal Health and Social Equity, Murdoch University

Format: 210 x 210 mm, paperback, 104 pages

Fremantle Press was commissioned to produce a book of Noongar and Yamatji Elders' birthing stories on Noongar Boodjar. This collection describes these women's own personal birthing experiences in sometimes very isolated and difficult situations. The book recognises the importance of the cultural and educational role of Aboriginal women in the birthing process throughout the Noongar Country of Western Australia.



TO DWELL IN UNITY

Client: WALGA

Format: 250 x 175 mm hardback and paperback, 570 pages

The Western Australian Local Government Association engaged Fremantle Press to produce a book commemorating the 150th anniversary of local government in Western Australia. The book was produced in hardback and paperback formats and showcased the academic research of the author, Christopher Berry.



SPARKY AND THE ELECTRICAL PILLAR

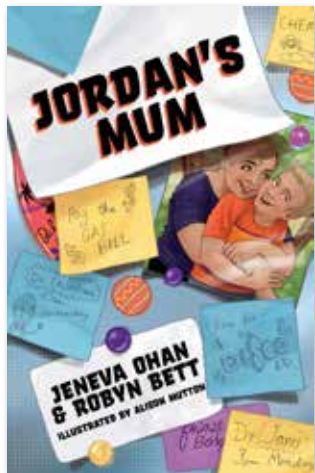
Client: Western Power

Format: 215 x 295 mm, paperback, 32 pages

Western Power asked us to assist in producing a children's picture book about safety around electricity with the emphasis on curiosity and problem solving. We also directed the layout and illustrations. The book is also an aid for teachers who can download additional learning activities associated with the story.

CONSULTANCY WORK

CUSTOM PUBLISHING



THE GET AROUND, JORDAN'S MUM, AND GROUND CONTROL

Client: Brightwater Group

Formats: 200 x 130 mm, paperbacks, 62 pages each;
215 x 215 mm, paperback, 32 pages

The Brightwater Group is a Perth-based aged care and disability support provider. They commissioned us to produce and print a narrative picture book for 3–6 year-old children and two junior small chapter books for 7–10 year-old children about a child's experience of having a parent with an acquired brain injury.



DISTRIBUTION PROGRAM



OLGA CIRONIS: THIS SPACE BETWEEN US

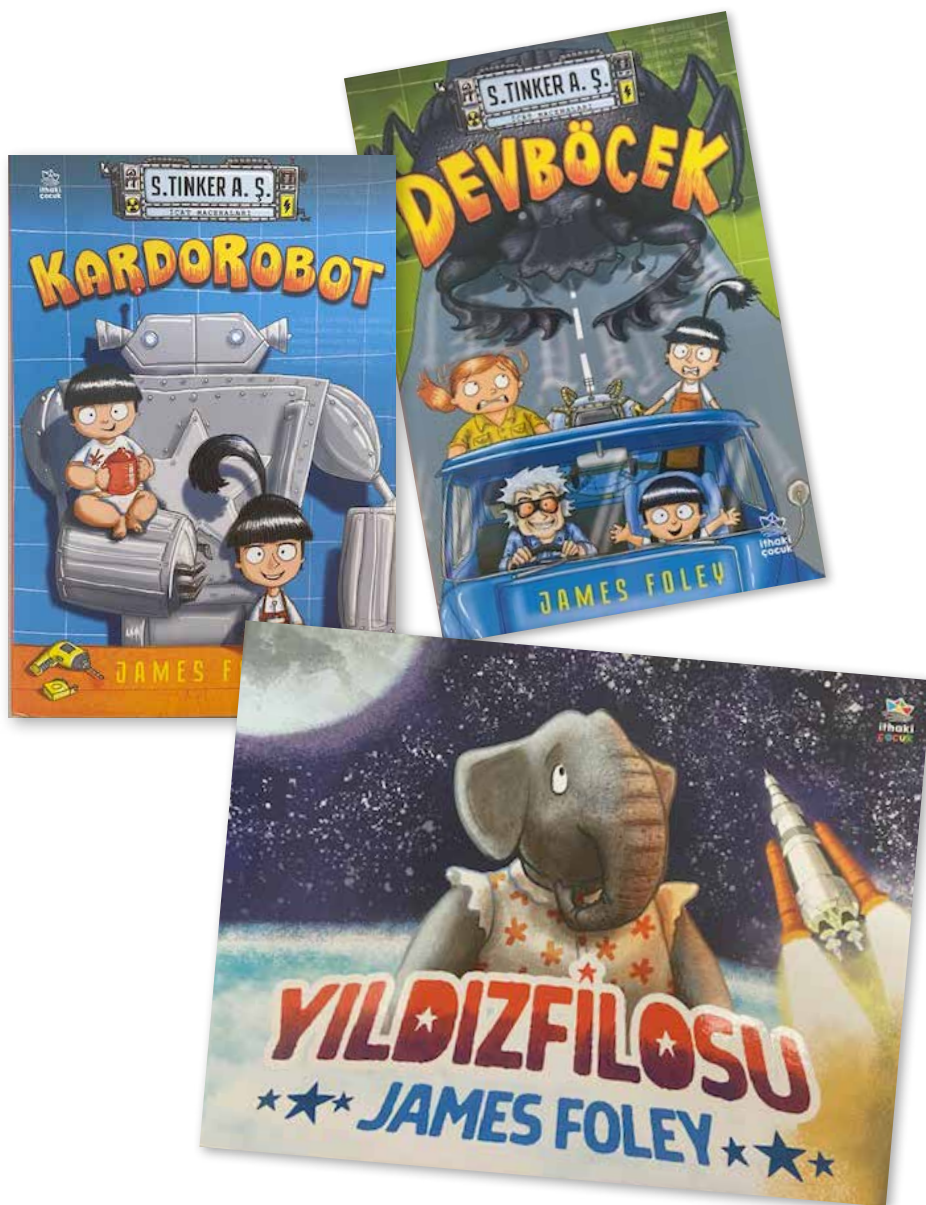
Client: Art Collective WA

Formats: 274 x 221 mm, paperback, 186 pages

This is the fourth book in the full-colour monograph series from Art Collective WA that we distribute for them.

It traverses the life and career of artist Olga Cironis, featuring over 160 colour plates and essays from three prominent arts writers. Olga is a multidisciplinary artist whose practise explores photography, film, sound, installation and sculpture, weaving and stitching to make powerful artworks that resonate with a sense of disenfranchised identities and shared stories. This monograph provides an in-depth retrospective of her important contribution to contemporary art in Australia, providing new insights and personal context.

RIGHTS AND PERMISSIONS



From top: Turkish language editions of *Brobot*, *Dungzilla* and *Stellarphant*, all written and illustrated by James Foley.

FOREIGN AND TRANSLATION RIGHTS

Stellarphant by James Foley - North America and Turkey

Brobot, *Dungzilla*, *Gastronauts*, *Chickensaurus* by James Foley - China

Brobot, *Chickensaurus* by James Foley - Russia

Littlelight by Kelly Canby - Greece

The Hole Story by Kelly Canby - Greece

Over My Dead Body by Dave Warner - Turkey

Pandamonia by Chris Owen and Chris Nixon - Turkey

Stars in their Eyes by Jessica Walton and Aška - World English (ex ANZ)

FILM OPTIONS

The River Mouth by Karen Herbert - Spark Plug Films

DIGITAL AND AUDIO RIGHTS

Audio books:

True West by David Wish-Wilson - Ulverscroft UK

A Year of Loving Kindness to Myself by Brigid Lowry - Findaway USA

The River Mouth by Karen Herbert - Ulverscroft UK

Invisible Boys by Holden Sheppard - Wavesound

The Last Bookshop by Emma Young - Ulverscroft UK

Online broadcast:

Ten Tiny Things by Meg McKinlay and Kyle Hughes-Odgers - Storybox Library

Radio broadcast:

We All Sleep by E. Kwaymullina - Kinderling Kids

The Two-Hearted Numbat by A. & E. Kwaymullina - Kinderling Kids

How Frogmouth Found Her Home by A. Kwaymullina - Kinderling Kids

LARGE FORMAT BOOKS

The River Mouth by Karen Herbert - Ulverscroft UK

The Last Bookshop by Emma Young - Ulverscroft UK

EXAMPLES OF EXTRACTS RIGHTS (FOR EDUCATION)

This year we received many requests for permission to use extracts from our books such as:

Extract from Stephen Kinnane's *Shadow Lines* in 2021 WA English Trial Exam.

Extract from Brigid Lowry's *A Year of Loving Kindness to Myself* for the ATAR English examination.

Extract from *Red Dirt Talking* by Jacqueline Wright for Year 11 WA English examination paper

PERMISSIONS

Reading of *My Country* by S. Morgan and E. Kwamullina at KindiLink Djidi Djidi Aboriginal School.

Set prop use of *Harem Scarem* by Felicity Young in *How to Stay Married* TV drama production.

MARKETING AND COMMUNICATIONS

OVERVIEW

The Marketing and Communications team of Coordinator Chloe Walton, Events Marketing Assistants Jessica Checkland and Tiffany Ko and freelance designer Chloe Wilkinson are yet again to be commended for their commitment and passion on behalf of Fremantle Press. Due to COVID-19 changes, we had a larger than usual list to promote, but the team rose to the occasion and we are delighted with the results.

The authors and artists we worked with during 2021 were outstanding, enthusiastically embracing the opportunities we presented and working hard to create their own opportunities with which to augment their campaigns. We cannot stress enough how much their efforts were appreciated.

Claire Miller, Marketing and Communications Manager



Above left: Marketing and Communications Coordinator and Events Marketing Assistants Jessica Checkland (third from left) and Tiffany Ko (far right) with the rest of the event volunteers, booksellers and librarians who helped organise the Fremantle Press Great Big Book Club Tea Party at the City of Joondalup library.

Left: Fremantle Press writers and illustrators whose books were published in 2021.

Right: Marketing and Communications Manager Claire Miller and *Fromage* author Sally Scott at the Margaret River Readers and Writers Festival.



MARKETING AND COMMUNICATIONS

CONNECTING WITH BOOK CLUBS AND GENERAL READERS

Despite the continued effects of COVID-19, Fremantle Press continued to connect with book clubs and general readers through events, the media, social media and electronic direct mail (EDM) campaigns, author tours and advertising campaigns (as outlined below).

Fremantle Press partnered with the City of Joondalup on the Great Big Book Club Tea Party, an event that had to be postponed in 2020. Authors appeared in 34 online events with an estimated audience of 500 people. We produced four episodes of the Love to Read Local podcast for Writing WA's Love to Read Local week in June and ran a Love Your Bookshop Instagram promotion for the Australian Booksellers Association. We ran advertising campaigns and events with Better Reading - Australia's largest online book club - and continued to make book club merchandise available for booksellers to order from the Penguin Random House monthly order form. Fremantle Press titles were selected by booksellers for 38 catalogue placements around the country. This ensured that Fremantle Press books were promoted by booksellers to more than a million readers across the year. Fremantle Press created exclusive promotions for WA booksellers, including Mother's Day, Father's Day and a New Release Crime promotion; these were supported online through social media advertising and in-store with supplied merchandise.



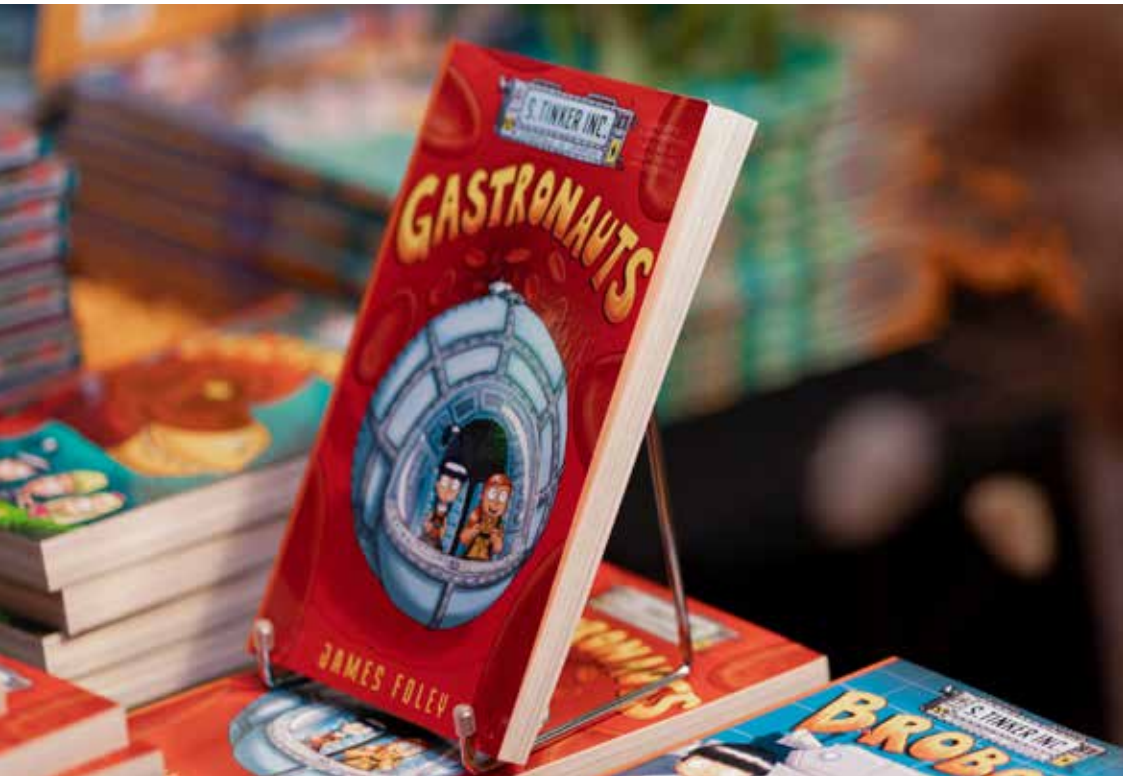
Left: Josephine Taylor, author of *Eye of a Rock*, catches up with guests at the Fremantle Press Great Big Book Club Tea Party at Joondalup Library (above left).



MARKETING AND COMMUNICATIONS

CONNECTING WITH PARENTS, KIDS AND EDUCATORS

Fremantle Press partnered with the Children's Book Council of Australia (CBCA) WA on A Night With Our Stars, attended by 300 educators. However, education marketing was still particularly challenging during 2021 due to COVID-19. Many of the professional education events we would normally use to reach teachers across Australia were cancelled for a second year running and we made the decision to pause our newsletter while teachers were inundated with ever varying circumstances. However, WA-based writers were able to get out to more schools and festival in 2021 than in 2020, which helped a lot.



Above left: Children's book authors James Foley, Meg McKinlay and Cristy Burne at the Fremantle Press Great Big Book Launch.

Left: James Foley's S. Tinker Inc. series on sale at Found at Fremantle Arts Centre.



MARKETING AND COMMUNICATIONS

We again increased our education advertising spend and worked with the professional teaching associations and event directors on e-directmail and advertising campaigns, virtual book exhibitions and online book showcases.

We continued our partnership with The West Australian's *ED! Magazine* to deliver four serialisations (across three terms instead of four), with some 40 pages dedicated to Fremantle Press titles that reached 30,000 students through shared promotions.

We increased our focus on engaging with parents, recruiting online reviewers to help promote our books on social media channels and we spent the last quarter of 2021 revamping the education pages for the ecommerce site to make teaching notes and teaching activities easier to access. We also launched a new podcast hosted by Helen Milroy focusing entirely on children's books.

Big wins in 2021 included strong sales to larger retailers such as Big W and Kmart and good support from the buying groups Leading Edge, Booksellers Choice and Dymocks. Books chosen for these retailers were generally books by own voice writers from diverse backgrounds.

MEDIA

We continued to support the Fremantle Press brand and book sales through the placement of 878 favourable print articles, interviews and reviews reaching approximately 900,000 readers, plus more than 135 radio or podcast appearances. We augmented this by ensuring every piece of valuable media coverage was backed up by an organic social media post, featured on the website and advertised on social media. This was so we could maximise the sales potential of each news article, interview or review.

In 2021, highlights included Maria Papas, David Allan-Petale and Jessica Walton on *The Book Show* on ABC RN and Alan Carter on RNZ. The most effective bookings sales-wise were Patsy Millett on ABC Radio *Evenings* and *Overnights*.



Above left: Hassan Al Nawaab reads poetry from *Poems That Do Not Sleep* in Arabic and English at the Fremantle Press Great Big Book Launch at Fremantle Arts Centre.

MARKETING AND COMMUNICATIONS

ONLINE

In 2021 Fremantle Press launched a new ecommerce website. Built on Wordpress, the site is designed to be more flexible and to futureproof the Press as new innovations in ecommerce marketing occur. It's also enabled the Press to develop a more efficient and in-depth reporting system, create more accessibility, automate key customer service tasks, run more promotions, create a membership database and to accept donations at the checkout. This is part of our strategy to increase the number of customers who buy from the site more than once and to increase awareness of Fremantle Press's NFP status.

Online sales stayed steady but with some loss of revenue (\$1k) during the launch weekend as we waited for search engines to be redirected to the new website and for our certificate to be updated. Online sales were still very strong. The new function which asked customers to top-up their order with a donation at the checkout brought in 63 donations and \$462.58 in the first three months of the new website.

The total number of visitors to the website and the number of sessions both increased by 9% while the number of pages visited and the duration of each visit were very slightly lower than in 2020.

In 2021 Fremantle Press's online assets also included an enewsletter and four social media channels for which we create and share diverse content - from videos to podcasts and from photo posts to product posts. Our social media presence continues to track above industry benchmarks and we hit our targets for increases on all platforms with the exception of Instagram. Our followers increased by 10%, we more than doubled our rate of engagement on Twitter and our Facebook engagement increased by 7%. Only Instagram engagement dropped by 0.46% which we believe is in line with changes to the algorithm.

After the 14% increase in subscribers in 2020, subscribers to the Open Book enewsletter fell slightly. However the open rate increased to 42% with clicks per unique opens increasing to 16.8%, and we ended up engaging with more people through the email newsletter overall.

Fremantle Press ran 29 campaigns across Facebook and Instagram, reaching a total of 341,930 people with an average click through rate of 0.52%. We ran 11 campaigns through Google Advertising with a reach of 66,400 and an average click through rate of 5.61%. We ran co-operative online advertising campaigns for booksellers who partnered with Fremantle Press on promotions and events. We gave our authors social media assets, copy and hashtags to make it easy for them to share the promotions with their networks and we asked them to tag booksellers in their posts. We did author takeovers of our Instagram account for major events or author bookstore tours, allowing us to provide social media training, support the bookstore by tagging them, and give a different voice to our account. We distributed edirectmail promotions for Mother's Day and Father's Day to existing customers with strong sales results.

EVENTS, AUTHOR TOURS AND EXHIBITIONS

COVID-19 continued to affect the number of Eastern States events Fremantle Press authors could attend and many festivals were cancelled for the second year in a row. This significantly impacted the income, reach and engagement WA writers were able to achieve in 2021.

Locally, Fremantle Press was able to run two major events and to deliver two sessions for a new round of the Emerging Writers Publishing Program with some date shuffling. We shifted the festival directors' annual breakfast to online, ran our *A Shot in the Dark* crime series online and undertook a number of Facebook Live events.

FREMANTLE PRESS EVENT PROGRAM

14 FEBRUARY

ANNUAL AUTHOR SHOWCASE FOR EVENT PROGRAMMERS

STATE LIBRARY OF WESTERN AUSTRALIA

Sponsored by the State Library of Western Australia

Speakers: Emma Young, Rebecca Higgie, Alexander Thorpe, Sally Scott, Karen Herbert, Leigh Straw, Victoria Midwinter-Pitt, Julia Lawrinson, Susan Midalia, David Allan-Petale, David Price, Elaine Forrestal, Georgia Richter, Deborah Hunn, Emily Sun, Josephine Taylor, Jon Doust, Mel Hall, James Foley, Katie Stewart, Ruth de Vos, Tracey Gibbs, Aśka, Katy Jiang, Madelaine Dickie, Alex Forrest, Cristy Burne, Hassan Al Nawwab, Bron Bateman, Michael Burrows, Stella Budrikis, Zoe Deleuil, Tim Richards, Meg McKinlay, Lisa Ellery, David Whish-Wilson, Brigid Lowry, Maria Papas, Julie Sprigg.

Duration: Two hours

Fremantle Press authors were given two minutes to pitch their latest and forthcoming books to event programmers, teachers and librarians from across the state. We decided to move the event completely online as a result of the lockdown. The online event garnered a total of 85 views of the video on YouTube, and bookings were solid.

2 MARCH

ADELAIDE WRITERS' WEEK BUSINESS OF BEING A WRITER

PIONEER WOMEN'S MEMORIAL GARDEN

Speakers: Georgia Richter, David Whish-Wilson, Anna Solding, Craig Silvey, Jason Lake, Mandy Macky, Brendan Fredericks, Michael Bollen, Lex Hirst, Cora Roberts, Jessie Tu, Debbie Lee, Maria Lewis.

Duration: four hours

In March, Fremantle Press curated the Business of Being a Writer sessions on behalf of the Adelaide Writers' Week, which Georgia Richter emceed. The event included four panels across the day including 'A Day in the Life of a Bestselling Author' and 'Bookseller, On the Road to Publication' and 'Your Book and Your Brand'.

MARKETING AND COMMUNICATIONS



2 JUNE GREAT BIG BOOK READ AND FOGARTY LITERARY AWARD CEREMONY ECU SPIEGEL TENT, EDITH COWAN UNIVERSITY

Sponsored by the Fogarty Foundation, Edith Cowan University

Speakers: Rebecca Higgie, Mel Hall, Emma Young, Hassan Al Nawwab, David Allan-Petale, Emily Sun.

Duration: Two hours

In June, we hosted the Great Big Book Read and Fogarty Literary Award Ceremony with Annie Fogarty, the Executive Chairperson of the Fogarty Foundation. Hosted by inaugural winner Rebecca Higgie, with readings by Fogarty shortlisted writers and Fremantle Press poets, we sold 144 tickets and 107 books.

27 JUNE FREMANTLE PRESS GREAT BIG BOOK CLUB TEA PARTY JOONDALUP LIBRARY

Speakers: Georgia Richter, Natasha Lester, Mel Hall, Brigid Lowry, Susan Midalia, Josephine Taylor, Emma Young.

Duration: Three hours

The Fremantle Press Great Big Book Club Tea Party in Joondalup was part of our strategy to use Fremantle Press events to develop new audiences outside the Western Suburbs. It consisted of three book club panels and a morning tea. New Covid-19 restrictions were announced mid-way through the event with the team quickly re-arranging chairs for social distancing while distributing face masks. We ran our first Culture Counts survey and the average positive rating of the survey was 81% with high positivity ratings in the areas of captivation, production, local impact and rigour. Fremantle Press sold 97 tickets and 70 books with an income of \$1,620 which made the event cost neutral.

7 OCTOBER PITCH AND BEWITCH AUTHOR TRAINING

Speakers: Georgia Richter and Claire Miller.

Duration: one hour

In October, we re-launched our in-house author training workshops for new and debut Fremantle Press authors with Pitch and Bewitch. This one-hour workshop included pitching advice followed by an interactive pitching activity presented to the group.

21 OCTOBER GREAT BIG BOOK LAUNCH

FREMANTLE ARTS CENTRE, FREMANTLE

Speakers: Deb Fitzpatrick, Yuot A. Alaak, Alex Forrest, Aśka, Cristy Burne, David Allan-Petale, Emily Sun, Hassan Al Nawwab, Helen Milroy, James Foley, Jessica Walton, Julia Lawrinson, Karen Herbert, Katie Stewart, Leigh Straw, Lisa Ellery, Maria Papas, Meg McKinlay, Mel Hall, Patsy Millett, Sally Scott, Ruth de Vos.

Duration: Two hours

Sponsored by Fremantle Arts Centre and City of Fremantle

We sold 333 tickets to this event, which was hosted by Yuot A. Alaak and Deb Fitzpatrick. The event was positively received with an average positivity index of 85.5% and high scores in the areas of local impact, rigour, captivation and production. Book sales were high at \$7k.

'Thanks for your work in organising the Great Big Book Launch last night. It ran so smoothly, which means there must have been so much work behind the scenes. There was such a great vibe among the crowd and people buying armfuls of books. Brilliant to see.' author Sharron Booth

'Huge congratulations to you and your FP team on pulling off a massive Great Big Book Launch last Thursday. Yuot and Deb did a great job as emcees, all the presenters were great and I loved the puns which I gather were your doing!' Jan Nicholls, WA CBCA.

Above left: Guests at the Fremantle Press Great Big Book Read and Fogarty Literary Award announcement at the ECU Spiegel tent.

MARKETING AND COMMUNICATIONS

23 OCTOBER

FOUR CENTRES EMERGING WRITERS PROGRAM WORKSHOP

STATE LIBRARY OF WESTERN AUSTRALIA

Speakers: Georgia Richter, Rashida Murphy, Laurie Steed.

Duration: One and a half hours

In October, we delivered our first Emerging Writers Program (EWP) workshop Making the Most out of your Mentorship in partnership with the State Library of Western Australia. Our panellists delved into the mentor/writer relationship, sharing what to expect, how to prepare for feedback and how to make the most of the participant's mentor. The average positive rating of the DLGSC survey was 84%.

'The panel discussion was so well convened - two very different speakers and different outlooks and they offered rich and varied (and really relevant) insights into the topic. Very pragmatic and timely advice about getting the best out of your mentorship. There were great opportunities to connect with other writers too.' EWP writer

'The workshop gave us access to people who are currently on the ground and working in the Australian writing industry. Their insights were fantastic.' EWP writer

6 NOVEMBER

FOUR CENTRES EMERGING WRITERS PROGRAM WORKSHOP

STATE LIBRARY OF WESTERN AUSTRALIA

Speakers: Georgia Richter, Deb Fitzpatrick.

Duration: One and a half hours

This workshop was on Editing for Writers. It dispelled myths about the author/editor relationship and looked at how authors can edit their own work. The average positive rating of the DLGSC survey was 85.5%.

'The insights from Publisher/Editor Georgia Richter and author Deb Fitzpatrick were really clear, implementable, and encouraging. It really gave me a clear idea of next steps and how to think about the possible future opportunity of having a publishing contract and an editor.' EWP writer

'Deb and Georgia's pragmatism and sense of humour. It was an enjoyable, friendly and informative session.' EWP writer

Above left: *Locust Summer* writer David Allan-Petale signs his book at the Fremantle Press Great Big Book Read at ECU.

Left: Jayden Boundry and Ash Penfold provided a ceremonial acknowledgement of country at the Fremantle Press Great Big Book Launch. In 2022, Jayden will release *Noongar Boodja Waangkan: Noongar First Words*.



MARKETING AND COMMUNICATIONS

9 DECEMBER

BOOKSELLERS MAKE BESTSELLERS AUTHOR TRAINING

FREMANTLE PRESS OFFICE

Speakers: Jane Parkhill, Claire Miller, Chloe Walton, Jessica Checkland.

Duration: One hour

Booksellers make Bestsellers was a panel presentation for debut and new Fremantle Press writers. It provided an in-depth look into WA booksellers from their business model to their specialities and from their social media activity to their event programs.

ONLINE AUTHOR EVENTS

To replace our mid-year event and usual author tours to the Eastern States, which were cancelled due to COVID-19, Fremantle Press curated a new online series in partnership with bookshops and podcasters. For Western Australian audiences, a crime titles promotion ran in conjunction with the events, where buyers could buy a new Fremantle Press book, and receive a backlist title for free.

28 JULY

A SHOT IN THE DARK WITH ZOE DELEUIL AND DANI VEE OF *WORDS AND NERDS* PODCAST

FREMANTLE PRESS FACEBOOK LIVE

Duration: 40 minutes

A Shot in the Dark began with Zoe Deleuill in conversation with Dani Vee about *The Night Village*. The episode reached 751 people on Facebook Live with an engagement rate of 8% and an additional 400 listeners via the podcast audience.

'Congratulations on the release, looking forward to reading. Sounds really good. Great interview!' Poppy Gee

18 AUGUST

A SHOT IN THE DARK WITH LISA ELLERY AND FIONA STAGER OF AVID BOOKS

FREMANTLE PRESS FACEBOOK LIVE

Duration: one hour

An in-conversation online event about the book *Private Prosecution*, which reached some 767 people with an engagement rate of 7%.

'Congratulations Lisa on your first published crime novel, and this delightful interview.' Donna Hanks

Left: Guests at the Fremantle Press Great Big Book Launch browse Fremantle Press titles.

MARKETING AND COMMUNICATIONS

8 SEPTEMBER

A SHOT IN THE DARK WITH SALLY SCOTT AND FIONA HARDY OF READINGS BOOKS

FREMANTLE PRESS FACEBOOK LIVE

Duration: One hour

In conversation about her crime novel, *Fromage*, Sally Scott's Facebook Live event reached 1,100 viewers with an engagement rate of 22%.

'Great interview Sally, I have ordered my book.' Tara Hill

6 OCTOBER

A SHOT IN THE DARK WITH KAREN HERBERT AND JANE SEATON OF BEAUFORT STREET BOOKS

FREMANTLE PRESS FACEBOOK LIVE

Duration: 50 minutes

The session drew 650 viewers with a 5% engagement rate and helped launch the promotion of *The River Mouth* by Karen Herbert.

9 DECEMBER

A SHOT IN THE DARK WITH ALAN CARTER AND CRAIG KIRCHENER OF ABBEY'S BOOKS

FREMANTLE PRESS FACEBOOK LIVE

Duration: 30 minutes

Award-winning crime author Alan Carter and Craig Kirchner discussed Carter's newest novel, *Crocodile Tears*. The conversation was viewed by 579 people with a 6% engagement rate.

Above left: Julia Lawrinson presents her new book *Mel and Shell* at the annual Fremantle Press event programmers breakfast, which was streamed live from the State Library of Western Australia.

Left: The 2021 Fremantle Press writers and illustrators giving good jazz hands at the Fremantle Press event programmers breakfast.



MARKETING AND COMMUNICATIONS

AUTHOR TOURS

JANUARY

James Foley travelled to Bunbury to deliver a series of illustration workshops. Alexander Thorpe gave an online talk for Marion Library in Adelaide.

FEBRUARY

Chris Ferreira travelled to Denmark and Northam to run fire wise workshops. Better Reading held a virtual launch in celebration of Cristy Burne's new book, *Beneath the Trees*. Stella Budrikis gave an online talk for Marion Library in Adelaide. Josephine Taylor undertook a virtual book tour for her debut novel, *Eye of a Rook*, and had events with Avid Reader in Brisbane, Better Read Than Dead in Sydney and Readings in Melbourne.

MARCH

Georgia Richter travelled to Adelaide to run the Fremantle Press curated Business of Being a Writer event, as part of the Adelaide Writers' Festival, with David Whish-Wilson and Craig Silvey participating. Julie Sprigg gave an online talk for Marion Library in Adelaide. David Whish-Wilson attended the Red Earth Arts Festival in Karratha. Susan Midalia and Holden Sheppard took part in the Between the Lines Festival in Busselton and gave a series of talks at local schools. Deb Fitzpatrick, as part of The Literature Centre program, ran a series of workshops in Albany.

MAY

Karen Herbert, David Whish-Wilson, Brigid Lowry, Sam Carmody, Bron Bateman, Deborah Hunn, Rebecca Higgie, Kelly Canby, Emily Sun and Claire Miller went to Margaret River for the three-day Readers and Writers Festival. Mark Smith and Jake Sandtner zoomed in for their session with Sam Carmody from Queensland and Victoria. Holden Sheppard zoomed into the Melt Festival for his panel, *Queer Lit*. Kim Scott, Sarah Drummond, Sam Carmody, Jon Doust, Dianne Wolfer and Georgia Richter participated in the three-day Esperance Readers and Writers Festival.

Above left: Jake Sandtner, Mark Smith and Sam Carmody, contributors to *Lines to the Horizon*, at Margaret River Readers and Writers Festival.

Below left: Crime writers Lisa Ellery, Karen Herbert and Sally Scott with Jane Seaton, Chair of the ABA and owner of Beaufort Street Books on Love Your Bookshop Day 2021.





MARKETING AND COMMUNICATIONS

AUGUST/SEPTEMBER

Zoe Deleuil, Lisa Ellery and Sally Scott were individually interviewed as part of the A Shot in the Dark online series. David Whish-Wilson travelled to Mukinbudin for their book club meeting. Susan Midalia, Holden Sheppard and Mel Hall were invited to be a part of the Kimberley Writers Festival. Holden Sheppard virtually appeared at the Writers Unleashed Festival held annually in Sydney.

Lisa Ellery toured her debut novel, *Private Prosecution*, from Kalgoorlie to Esperance with a book launch held by The Book Box. Norman Jorgensen was part of an online talk with YABBA. Tim Richards held a virtual launch for his book, *Heading South*, with Readings in Melbourne. Brigid Lowry, Stella Budrikis and Steve Hawke travelled to Geraldton for Big Sky Readers and Writers Festival.



Above left: Emily Sun signs copies of her book *Vociferate* for guests at the Fremantle Press Great Big Book Read at ECU.

Left: Brigid Lowry presents *A Year of Loving Kindness* at Margaret River Readers and Writers Festival.

Above: Alexander Thorpe with staff at the Fremantle Literature Centre sessions signing books at Perth Festival.



MARKETING AND COMMUNICATIONS

OCTOBER

Karen Herbert celebrated the launch of her debut novel, *The River Mouth*, in a special online event hosted by Better Reading, and was interviewed as part of the A Shot in the Dark online series.

David Allan-Petale, Karen Herbert, Alexander Thorpe, Katie Stewart, Amanda Curtin, Portland Jones, Norman Jorgensen and Cristy Burne attended the York Writers Festival. Brigid Lowry, Rebecca Higgie, Meg McKinlay, Victoria Midwinter Pitt, Ann Aly, David Allan-Petale, Emily Sun and Hassan Al Nawwab took part in the Ubud Writers Festival, which was streamed from Perth to Ubud.

NOVEMBER

Sally Breen and Susan Midalia travelled to Adelaide to speak at the Australian Short Story Festival. Alan Carter was the last author interviewed as part of the A Shot in the Dark online series with his new novel, *Crocodile Tears*. James Foley celebrated the launch of his new picture book, *Stellarphant*, in a special online event hosted by Better Reading.

DECEMBER

Nandi Chinna, Yirga Gelaw Woldeyes, Renee Pettitt-Schipp, Josephine Taylor, Dianne Wolfer, Sarah Drummond and Jon Doust took part in the Kwoorabup Writers Festival in Denmark.

CONNECTING WITH NEW WRITERS

In 2021 Fremantle Press launched the book *How to be an Author: The Business of Being a Writer* by Georgia Richter and Deborah Hunn. To accompany the book, the Marketing and Communications team produced the *How to be an Author* podcast, started a Facebook group of the same name and curated the Business of Being a Writer for the Adelaide Writers Festival, which Georgia Richter hosted. Georgia Richter co-hosted the podcast and participated in a *How to be an Author* session at Perth Festival. She ran a workshop at Rockingham Arts Centre and an in-conversation with Deb Hunn at Nedlands Library Mt Claremont, ran online sessions for the Writers Esperance Festival and a writing class in Adelaide. She participated in the ASA pitch session and judged the Leanne Coole Young Writing Award for Spearwood Alternative School. Cate Sutherland ran an in-conversation event with Deborah Hunn at Perth Library and participated in the ASA pitch session, and Claire Miller hosted a session about author branding at Margaret River Writers Festival. Cate, Claire and Georgia appeared on writing podcasts and Claire and Georgia undertook interviews for radio programs such as *ABC Afternoons* and *ABC Weekends*.

Above left: Alex Thorpe and Boffins Books went to car meets around Perth to sell Alex's book, *Idle Torque*.

Below left: Creator of *Let's Count Wildflowers* Tracey Gibbs installed a walking trail around Victoria Park. Photo by Tracey Gibbs.



MARKETING AND COMMUNICATIONS

Fremantle Press created and published 12 stories featuring tips for new and emerging writers and published the work of two volunteer writers on the blog. Fremantle Press provided contra sponsorship for writers' prizes run by *The West Australian*, WA Poets Inc, the History Teachers Association of Victoria and the Rachel Funari Prize for *Lip Magazine*.

HOW TO BE AN AUTHOR FACEBOOK GROUP

Launched in February 2021, the Facebook page group was hosted by different members of the editorial and marketing team throughout the year. There are currently 857 members of the Facebook group.

MARCH TO NOVEMBER

HOW TO BE AN AUTHOR FACEBOOK LIVE

Speakers: Tim Coronel, Holden Sheppard, James Foley, Deborah Hunn, Daniel de Lorne, Meg McKinlay and Sasha Wasley.

Duration: 45 minutes to an hour

Number of events: seven

Total views: 1,070 (average 152 per live event)

Total likes, reactions and comments: 294

This was an ongoing series throughout the year for new and emerging writers and creatives who were given the opportunity to ask questions to a published author. It was streamed live to the *How to be an Author* Facebook group.

HOW TO BE AN AUTHOR Q&A

MARCH TO OCTOBER

Guest authors: Nandi Chinna, Amanda Curtin and Anne-Louise Willoughby.

Number of events: three

Total likes, reactions and comments: 143

These posts allowed members of the page to ask questions and to have a published author write them a response.

'It was wonderful not only to be able to put forward questions and have experienced answers, but also be able to read the answers to other people's questions. A very informative session.' Judith Lanigan

Above left: Rebecca Higgin, who won the inaugural Fogarty Literary Award, hosted the Fremantle Press Great Big Book Read and Fogarty Literary Award Ceremony in 2021.

Left inset: City of Fremantle 2020 Hungerford Award winner Maria Papas with her book *Skimming Stones*.

Left: From left Fogarty Literary Award winner and shortlisters Georgia Tree, Brooke Dunnell and Patrick Marlborough.



MARKETING AND COMMUNICATIONS

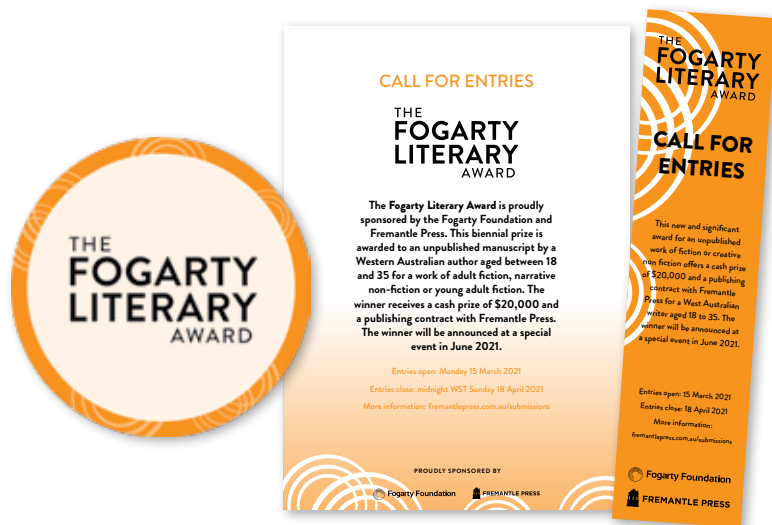
THE CITY OF FREMANTLE HUNGERFORD AWARD

Fremantle Press released *Skimming Stones* by Maria Papas, which won the 2020 City of Fremantle Hungerford Award. In 2021, Fremantle Press also contracted the shortlisted books *The Silence of Water* by Sharron Booth and *Still Dark* by Joanna Morrison, which will both be published in 2022. In the lead-up to publication, Maria Papas hosted four podcasts for the Love to Read Local promotion Fremantle Press produced for Writing WA. The City of Fremantle Hungerford Award featured in some 25 stories, reviews and interviews with Sientia estimating an audience reach of over 600,000 readers.

THE FOGARTY LITERARY AWARD

The Fogarty Literary Award for young writers aged 18 to 35 attracted 41 submissions and was won by Brooke Dunnell whose novel, *The Glass House*, will be published in November 2022. Shortlisted writers Patrick Marlborough and Georgia Tree have since been awarded contracts with Fremantle Press for *Don't Think About a Pink Elephant* and *Old Boy* to be published in 2022 and 2023 respectively.

Fremantle Press secured 24 media stories about the Fogarty Literary Award with an estimate reach of over 170,000 people. Fogarty posts on social media reached 9,481 people with an average engagement rate of 9.7%. Another 25 posts were generated by the writing community on the night. The shortlist was announced live on Facebook and Instagram and that post alone reached 857 people with a 22.46% engagement rate. In addition to this, Fremantle Press produced a special Fogarty Literary Award podcast, which garnered 200 listens.



Left: Brooke Dunnell, winner of the 2021 Fogarty Literary Award with Annie Fogarty and Georgia Richter.

AWARDS

Seven authors published by Fremantle Press and two books were shortlisted for the Western Australian Premier's Book Awards. Yuot A. Alaak, Kelly Canby, Jon Doust, Madelaine Dickie, Donna Mazza, Helen Milroy and Meg McKinlay, were shortlisted for either a Western Australian Premier's Prize or Fellowship worth \$15,000 and \$60,000 respectively. Fremantle Press book *Father of the Lost Boys* by Yuot A. Alaak was shortlisted for the Premier's Prize for an Emerging Writer, while *Littlelight* by Kelly Canby was shortlisted for the Premier's Prize for Writing for Children.

James Foley's *Chickensaurus* was made a notable book in the inaugural Australian Library and Information Association's Graphic Novels and Comics List. In his email to us, James said, 'It's wonderful to have your work recognised, especially by Australian librarians who specialise in graphic novels and comics.' His book was also shortlisted for the Comic Arts Awards of Australia (the Ledgers).

Littlelight by Kelly Canby made the CBCA 2021 Notables list in the Picture Book of the Year category.

Yuot A. Alaak's memoir, *Father of the Lost Boys*, was shortlisted for the Douglas Stewart Prize for Non-fiction in the New South Wales Premier's Literary Awards.

Of Memory and Furniture by Bron Bateman was Highly Commended in the Victorian Premier's Book Awards.

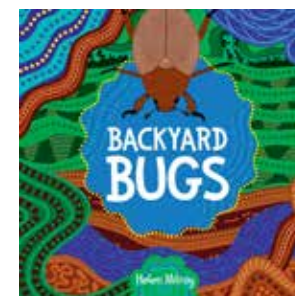
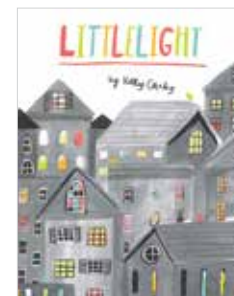
Novelist Madelaine Dickie, who tackled narrative non-fiction in 2021 with her contribution to the Australian surf anthology *Lines to the Horizon*, was one of just 20 authors chosen from almost 300 applicants to win a place in the 2021 Award Mentorship Program for Writers and Illustrators. Thanks to the Australian Society of Authors and the Copyright Agency Cultural Fund, she got to work with an experienced mentor to help develop her forthcoming biography of indigenous leader Wayne Bergmann for publication.

Helen Milroy, author of *Backyard Bugs*, Katie Stewart, author of *What Colour is the Sea?*, and Tracey Gibbs, author of *Let's Count Wildflowers*, were shortlisted for the 2021 Speech Pathology Australia Book of the Year Awards. The award celebrates children's literacy and oral language skills, and hopes to promote books that directly help children get a head start on their reading. Shortlisted books are judged on their interactive quality, appeal to children, and ability to assist speech pathologists and parents in children's communication and literacy development.

Off the Track by Cristy Burne was shortlisted for a WA Young Readers Book Award.



Right: Bron Bateman reads from her poetry collection *Of Memory and Furniture*, which was highly commended in the Victorian Premier's Literary Award.



FUNDRAISING AND PARTNERSHIPS

GRANTS

Fremantle Press is supported by the State Government through the Department of Local Government, Sport and Cultural Industries and Lotterywest.



Fremantle Press is assisted by the Australian Government through the Australia Council, its arts funding and advisory body.



PROJECT SUPPORTERS

The Minderoo Foundation supports the Minderoo Editorship – a three-year program designed to support emerging Western Australian editors.



The Fogarty Literary Award for Western Australian writers aged eighteen to thirty-five is supported by the Fogarty Foundation.



The City of Fremantle Hungerford Award is supported by the City of Fremantle.



The Dorothy and Bill Irwin Charitable Trust supported the publication of *Stars in Their Eyes* by Jessica Walton and Aśka.

SPONSORS

Fremantle Press receives pro bono legal support from Steedman Stagg Lawyers.



Fremantle Press works in partnership with the Fellowship of Australian Writers, KSP Writers' Centre, Peter Cowan Writers Centre and WA Poets Inc to deliver the Four Centres Emerging Writers Program for the State Government through the Department of Local Government, Sport and Cultural Industries and Lotterywest.

FREMANTLE PRESS CHAMPIONS OF LITERATURE

The Fremantle Press Champions of Literature program raised over \$35,000 in 2021 and was proudly supported by the following generous individuals:

Jenny Archibald, Zelinda Bafile, Jillian Brown, Rose Caffey, Deb Chappell, Gena and Ted Culley, Jo Dawkins, John Day, Susan and Peter Farris, Annie Fogarty, Liz Forbes, Graham Forward and Jacqui Gillmore, Derek Gascoine, Lyn Harding, Paul Jones, Louise Jones, Gillian Johnston, Deborah Leavitt, Jodie Manning, Clair Medhurst, Helen Millsteed, Rob Millsteed, Jenny Lee Norgard, Philippa Packer, Mimi Packer, Sue Pass, Georgina Pearce, Lindy Roberts, Felicity Ruse, Tanya Ross Jones, Dina and Frazer Tabear, Heather Warner, Sara Wordsworth, Bruce Wilson and Marie Wilson.

Below: Champion of Literature and Deputy Chair at Fremantle Press Felicity Ruse, with guests at the Fremantle Press Great Blg Book Launch.



STAFF AND BOARD 2021

STAFF



JANE FRASER
CEO
Full-time



GEORGIA RICHTER
Publisher
Part-time



CLAIRE MILLER
Marketing and Communications
Manager
Full-time



CATE SUTHERLAND
Publisher
Part-time



CHLOE WALTON
Marketing and Communications
Coordinator
Full-time



RACHEL HANSON
Editor
Full-time (commenced September)



ARMELLE DAVIES
Editor (Minderoo Editorship)
Full-time (left in August)



KIRSTY HORTON
Editor (Minderoo Editorship)
Full-time (commenced August)



CATHY SZABO
Customer Service / Office Manager
Part-time



KITTY HE
Bookkeeper and Accounts
Full-time (Maternity leave)



TIFFANY KO
Marketing Events Projects Officer
Casual (departed June)



JESSICA CHECKLAND
Marketing Events Projects Officer
Part-time (commenced June)



EMILY MEAD
Customer Service
Part-time (commenced May)



KENDRA ELLIS
Customer Service
Part-time (departed May)

STAFF AND BOARD 2021

PATRON AND MEMBERS OF THE BOARD



TONYA McCUSKER
PATRON 2014

Business and management experience, presently on numerous boards, and Director and Administrator at the McCusker Charitable Foundation.



JOHN HODDINOTT
2017

Business consultant with strong commercial acumen and background in business strategy and financial advice.



DEBORAH LEAVITT
2019

Vast experience in leadership and building high-performance teams. Began a radio career in Boston before moving to Australia to produce radio programs and podcasts for the ABC.



CLAIR MEDHURST
CHAIR 2016

Lawyer with expertise in legal and commercial risk management, governance, strategic planning, project management and fundraising.



LOUISE JONES
2019

A lawyer who runs The Write Business, providing writing services to business, government and not-for-profit organisations - mainly in the arts and health sectors.



DAVID ANSELL
2020

As a senior public servant and research director with focus on addressing disadvantage through education, youth at risk, early childhood and public sector management.



FELICITY RUSE
DEPUTY CHAIR 2013

Property business management experience, strengths in strategic planning, promotion and business initiatives.



MARK DOUGLAS
TREASURER 2019

Managing Partner at Fremantle accounting business Francis A. Jones, passionate about helping businesses grow by identifying opportunities and providing clear action plans.