

2016 End-of-Year Report

of the #LoveOzYA Committee

The #LoveOzYA movement began in May 2015 – with a committee officially elected and formed in September of that year. The inaugural committee was led by Chair, Bec Kavanagh – who was integral to spearheading the creation of, among other things, an official #LoveOzYA website.

Bec stepped away from committee in May 2016, coming full circle and having left an indelible mark on the movement – for which we are all especially grateful and indebted.

Writer and editor Danielle Binks took over Chair commitments, and welcomed new member – in bookseller, writer, and youth-lit advocate – Michael Earp to the committee in July 2016. He joined author representative Ambelin Kwaymullina, bookseller Amelia Lush, and Centre for Youth Literature Program Coordinator, Adele Walsh in rounding-out the #LoveOzYA committee. And we were gifted an official – and delightful! – logo this year, created by author and designer, [Trinity Doyle](#).



Publishers, Program Coordinators, Booksellers etc. are welcome to use the #LoveOzYA logo – we only ask that committee be [emailed](#) to double-check purposes of usage – but we’re happy to provide high-res versions of the logo, if it’s to help make OzYA titles and authors more visible!

This year has indeed been an eventful one for the grassroots movement – for both further defining our goals, and celebrating all the goings-on of the Aussie YA scene.

As mentioned above, Bec Kavanagh as first Chair of the committee was instrumental in putting funds – kindly provided by the Melbourne UNESCO City of Literature Office – to good use, and helping create an official [#LoveOzYA website](#).

But it wouldn't have been possible without our website designer, [Jin Wang](#).

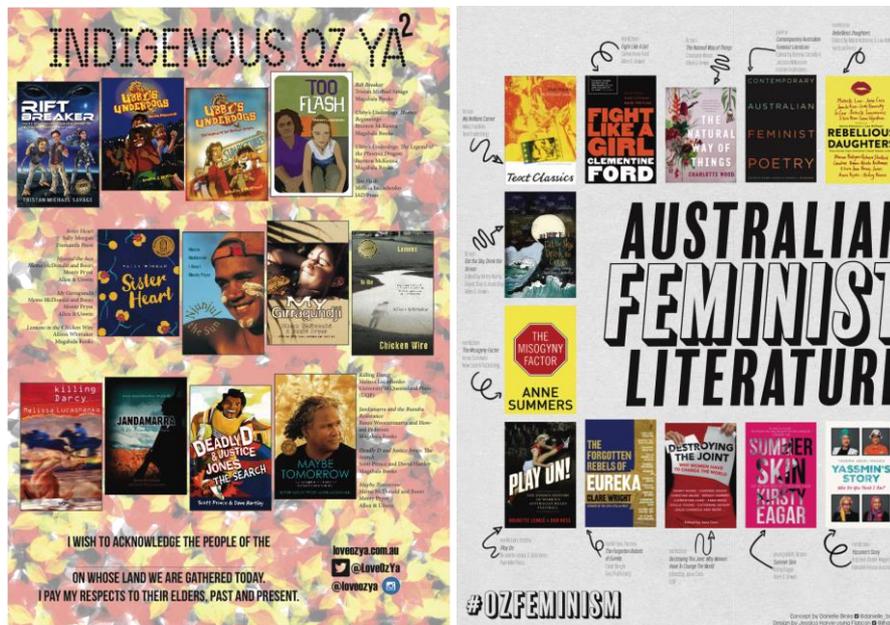


loveozya.com.au

Jin is already well known and respected within the Australian publishing scene, as a leading web-designer of author websites through his company [Jin and Co](#). He donated a lot of his time and seriously impressive design-skills to creating the #LoveOzYA website – a place where communal content can go a long way to bringing the entire movement together, to celebrate and champion Australian youth lit stories, creators, and readers.

The website has been a most valuable tool in spreading and continuing the #LoveOzYA conversation – beyond the hashtag. There's now a place for Australia-wide book [events](#) to be logged, a [resources](#) page offers schools and libraries some fantastic downloadable posters, podcasts, and so much more –

and a [‘diversity’](#) page is dedicated to further critical thinking and linking around diversity in OzYA. And the best part is that anyone can add to the website – by simply [submitting](#) news, events, or content – making this a truly digital community space.



Examples of some free #LoveOzYA posters available to download from the [‘Resources’](#) page of the website – these two were designed by [Jessica Harvie](#), based on concepts by Danielle Binks.

The website has also been important for disseminating official messages from the #LoveOzYA committee – as when we put out a statement [‘opposing copyright proposals and parallel importation.’](#) We were able to make an official submission to the Productivity Commission on behalf of the OzYA community, and even gave everyone affiliated with the LoveOzYA movement an opportunity to be signatory to our submission, and the response was incredible!

The final [‘#LoveOzYA Committee & Community response to: Productivity Commission’s Report on Australia’s intellectual property arrangements’](#) was submitted, and is still available to read on the website. The departing line of our letter read thus;

The #LoveOzYA committee on behalf of our widespread and passionate community, want it known that we vehemently oppose these proposed changes, and will do everything in our power to make sure they do not get a foothold in our industry.

It has also been nice to have an online community space to keep championing and celebrating exciting developments within the Aussie YA readership.

Indeed, the committee has fashioned #LoveOzYA as a place to build visibility and promotion for all the exciting happenings of our vibrant OzYA books landscape – to that end, we cannot take personal credit for the following milestones of this year ... but we have thoroughly enjoyed supporting so many successes within our community!

- Dymocks Bookstores launched an Australia-wide #LoveOzYA promotion throughout August (for which the #LoveOzYA Twitter account coined the celebratory hashtag, “#DymocksLovesOzYA”!). ‘2 for \$30’ deals on over 40 Australia YA titles, which was accompanied by an online series of Q&A’s with Aussie YA authors. According to Issue 4 of Books+Publishing Magazine, the promotion was ‘hugely successful’ and saw a 270% increase in sales for those YA books included in the deal. Dymocks category manager Ali Hammond told B+P the promotion was; ‘One of our most successful social campaigns in terms of engagement and reach.’
- The television adaptation of John Marsden’s classic [Tomorrow When the War Began](#) launched on ABC3 in April this year, and its [debut](#) drew 0.12 million viewers in Australia!
- The [June, Volume 48](#) issue of ‘Australian Author’ (the Australian Society of Authors official magazine) included a five-page feature spread all about the #LoveOzYA movement. Penned by author and critic [Alison Croggon](#), the article tagline read; ‘How a DIY network of readers, critics and authors is helping Australian young adult literature hold its own against imports, while promoting diversity and equality.’

- Haride Grant Egmont has started including the hashtag #LoveOzYA above the barcode of all their local YA books – and we expect (and encourage!) to see a lot more publishers start doing the same.
- A group of Aussie YA authors – led by [Emily Gale](#) – took to the streets in August, for a Melbourne bookshop walkathon, to raise \$2600 for the Indigenous Literary Foundation. The 17km walk and visit to 10 bookstores was also a way to thank a slew of staff, who had been huge supporters of the #LoveOzYA movement.
- A new podcast launched in March 2016 – [Bookish Friends](#) is all about books, and while not strictly #LoveOzYA-focused their podcast boasts interviews with some of Aussie YA's best and finest – from Lili Wilkinson to Fiona Wood, Cath Crowley, Erin Gough and many more – not to mention covering OzYA book events like the Inky Awards. Check out their podcast, available from [iTunes](#) now.
- Speaking of the Centre for Youth Literature's prestigious Inky Awards (the only Awards of their kind, in which teen voters choose the shortlist and winners!) – Amie Kaufman and Jay Kristoff's bestselling *Illuminae* won the 2016 [Gold Inky Award](#)!
- ... more awards news from 2016: Fiona Wood's *Cloudwish* was the [Children's Book Council of Australia](#)'s winner in the Older Readers category, with honours also going to Vikki Wakefield's *Inbetween Days* and Meg McKinlay's *A Single Stone* (which would go on to win the Prime Minister's Literary Awards Older Readers category!). For more information about 2016's #LoveOzYA award-winners, check out this list distributed by the official [#LoveOzYA newsletter](#).

... which brings me to the last point in this yearly report – the latest digital endeavour by the #LoveOzYA committee!

You can now subscribe to an official [newsletter](#) for the latest on new-release #LoveOzYA titles. And if you're a publisher or author, feel free to send us metadata info to include your book in monthly rounds-up!

Subscribe to the newsletter [here](#). Or email us book info content for the monthly newsletter: newsletter@loveozya.com.au

Finally let me once again thank;

- Bec Kavanagh for being the first #LoveOzYA Chair
- Trinity Doyle for gifting us an incredible logo
- Melbourne UNESCO City of Literature and David Ryding for their monetary support,
- and Jin Wang of Jin and Co., for donating so much time and effort to designing our website!
- Everyone on committee – for all the time and energy they’ve given to continuing support of the movement.

Many thanks to Ambelin Kwaymullina, who stepped down from the Committee during the year. Her contribution was invaluable.

And a big thanks to everyone in the #LoveOzYA community – thank you for your ongoing support of our local authors and the books this movement is dedicated to. On behalf of committee, we are proud to continue representing and celebrating all of you.

- *Danielle Binks (Chair)*
 - *Adele Walsh*
 - *Amelia Lush*
 - *Michael Earp*