

The  
Great  
Write Away

A Retreat and workshops for Writers



Look After Me

Find your tribe. Free your voice. Tell your stories.



ROTORUA

26 September – 2 October 2022



# Look After Me

real people + real places = real experiences

# ROTORUA

## Travel times



FLYING



AUCKLAND



WELLINGTON



CHRISTCHURCH



DRIVING



AUCKLAND



WELLINGTON



## ROTORUA

**Hot Tub Valley - a paradise for writers**

**FOR 7 DAYS ONLY!**

**Monday 26 September – Sunday 2 October 2022**

Rejuvenate your creative spirit in Rotorua! It's time to visit the Beating Heart of Hot Tub Valley.

Few places in the world offer such an elaborate array of serene lake views, forests, arts, Māori culture and celebration of "kiwi-culture".

Discover our heritage and marvel at our unique pioneering ingenuity. Explore our museums, be mesmerised by our lakes and brew inspiration for your stories while relaxing in our hot pools.

Come to the original heartland of New Zealand's famous manaakitanga (hospitality) – we promise to look after you, it's what we do.

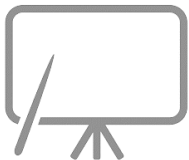
There has never been a better time to write, stay and play (then write some more!), in New Zealand. Centrally located in the North Island with direct flights from Auckland, Wellington and Christchurch, Rotorua is New Zealand's most unique and iconic destination





# The Great Write Away

**At a glance: Book individual workshops or 1 – 7 day Retreat packages for writers**



## Learn from experts

- ❖ Masterclasses with Tutors
- ❖ Workshops and guest lectures
- ❖ Creative writing exercises
- ❖ Tutors available for coaching



## Helpful information for visitors

- ❖ Suggested day-by-day itinerary
- ❖ Visit the best 'write-seeing' locations
- ❖ Vouchers and discounts



## Accommodation available

- ❖ 1 - 7 nights accommodation packages for writers
- ❖ Lodges, Suites, self-contained or Holiday Houses
- ❖ Customised to suit all budgets
- ❖ Ideal for singles, couples or groups



## Bonus material and local give-aways

- ❖ Templates
- ❖ Workbooks
- ❖ Tips, cheatsheets and more

# Take Seven Steps in seven days

The Great Write Away is a 7 day writer's festival developed especially for writers, by writers.

We've broken story telling into 7 bite sized pieces, which we teach over 7 days (or take your time and learn from home).

It's all the fun of a retreat combined with the creative inspiration of a writer's workshop...but without the crowds (we only sell 24 – 30 tickets).








Uniquely, you can join in from home – every session we offer @Home alternatives to ensure you maximise the creative benefits.

Every day we have a new theme - with single session, single day and multi-day passes available.

## The Seven Key Stages of Writing



# A few programme highlights – at a glance

| Day                               | Theme   | Speaker highlights   | Other highlights   | Highlighted Venue  |
|-----------------------------------|---|--|--|--|
| Monday 26<br>September<br>2022    | WHO?<br>Are you?<br>Is your<br>character(s)?      | Shelly Davies<br>         | Write-seeing<br>Tour<br>     | Lakefront<br>                               |
| Tuesday 27<br>September<br>2022   | WHERE?<br>Bringing scenes<br>and scenery<br>alive | Fiona Farrell<br>         | Buried village Tour<br>      | Lake Tarawera<br>                           |
| Wednesday 28<br>September<br>2022 | WHY?<br>Why tell your<br>story?                   | Catherine<br>Chidgey<br> | Redwoods<br>                | Secret Spot  |
| Thursday 29<br>September<br>2022  | HOW?<br>Giving power to<br>your stories           | Diane Brown<br>         | Murder Mystery<br>         | Settler's<br>Museum &<br>Hannah's Bay<br> |
| Friday 30<br>September<br>2022    | STORY<br>TELLING &<br>EDITING                     | Vicki Arnott<br>        | Emma Neale<br>             | Lake spa option<br>                       |
| Saturday 1<br>October<br>2022     | FORMATING &<br>PUBLISHING                         | Tom E Moffatt<br>       | Bronwyn Wylie-<br>Gibb<br> | Bookshop Tour<br>                         |
| Sunday 2<br>October<br>2022       | SALES AND<br>MARKETING                            |                         |                            |   |



Meet our speakers (more profiles to come)

## Introducing Dr Julia Anne



Julia is one of the pioneers of the Shared Access Economy in New Zealand. Founding the Look After Me accommodation network, ahead of the rugby world cup in 2011, their hosts have looked after over 25,000 guests all around New Zealand.

Julia has over 25 years experience in a wide range of communications: strategic, technical, scientific, visual, press, media, TV, advertising and print. She is the lead writer and Marketeer for Look After Me. With Covid-19, Julia pivoted Look After Me to focus on creating experiences for writers (eg holidays, community events, an Annual Festival, an educational Portal and accommodation).

Throughout the week, Julia will draw from her first book: *Secret Diary of an Entrepreneur*.



## Introducing Shelly Davies

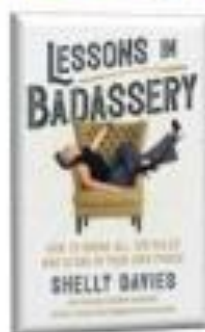


Shelly Davies has been described as the love-child of Brené Brown and P!nk!

She's of New Zealand Māori descent and loves inspiring audiences to know themselves, love themselves, find power and have joy.

Shelly is an author, speaker, and coach known internationally for her unconventional and irresistible work in the field of plain language and clear communications.

Shelly has taught plain English at Brigham Young University. Part rockstar, part wordsmith, 100% authentic, Shelly teaches others how to break all the rules and give themselves the permission to live their wildest dreams.



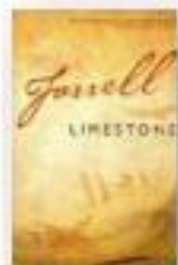
# Introducing Fiona Farrell



Fiona Farrell is one of New Zealand's leading writers, receiving critical acclaim and multiple awards across a variety of genres.

Uniquely she has been a finalist in all three categories at the NZ Book Awards, for fiction, non-fiction and poetry.

Writers will benefit from techniques and tips Fiona has used to create descriptive and imaginative locations, places and landscapes.



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# Introducing Amy Scott



Amy is on a mission to teach effective communication.

Using the DOTS Communication method, this session will help you understand how to create authentic characters.

Covering speaking styles, appearance and behaviours, Amy will ensure your characters are dynamic and believable in any genre.



# Introducing Catherine Chidgey

Otago Daily Times

News | Sport | Lifestyle | Environment | Business | Region

## Treasured objects bring life to writing

By Andrew Ross

14 October 2021

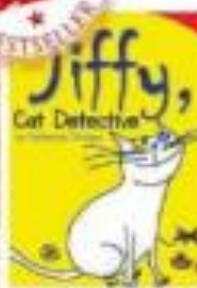
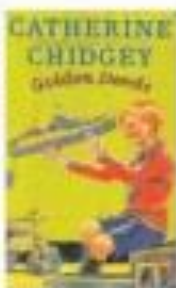
Supplement - Books



A woman writing festival using one of Dunedin's grandest historical resources as inspiration to bring bold new Auckland Authors Festival to life in award-winning New Zealand author Catherine Chidgey.

Catherine Chidgey is a multiple award-winning author whose novels have achieved international acclaim.

An experienced tutor and master story teller, Catherine will share her experience writing historical fiction/non-fiction and explain how you can bring power to objects in storytelling.

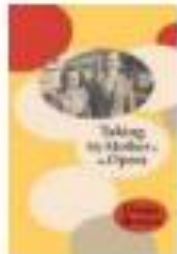


# Introducing Diane Brown



Diane Brown is a novelist, memoirist, and poet who runs her own creative writing school, Creative Writing Dunedin.

In 2013, she was made a Member of the New Zealand Order of Merit for services to writing and education. An experienced tutor, Diane will inspire you to craft an engaging short story your readers will love.



# Introducing Vicki Arnott



Vicki writes fantasy adventure and science fiction for teens and young adults. Vicki has just published her fourth novel 'Home in Time'.

Vicki is a proof-reader and a member of the New Zealand Society of Authors, and the Rotorua Writers Group.

A teacher by training, Vicki will share her top tips on how to write a novel.



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# Introducing Emma Neale



Emma Neale is an award-winning novelist, poet, editor and creative writing tutor. Her writing has been featured extensively in magazines, newspapers and journals, and several anthologies.



Emma has nearly 20 years experience as an Editor and will share with you her short-cuts, tricks and tips to the editing process.



# Introducing Carol Bannister



Carol has always been creative – establishing and running a Natural Beauty Therapy Service for many years before switching to creating an edible garden.



Carol joins the Great Write Away to teach people how to create beautiful hand-made journals.

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## Introducing Julie Lawrence and Eleanor Girvan



Julie Lawrence has a B.A. (Hons) in Graphic Design and has taught Design and Professional Studies at the School of The Arts, University of Northampton, with a special focus on book covers. Julie will teach the theory of book cover design.



Eleanor has over 20 years of experience and loves teaching art. Eleanor believes we all have the potential to create whenever we gift our self the time and space to play. Get ready to let go of our writer's ego to get in touch with our unique creative force.



# Introducing Tom E Moffatt



Meet Tom E. Moffatt – he's funny, a bit naughty and writes jokes and funny action-adventure stories for kids. Tom's first book, *Barking Mad*, won the 2015 Tom Fitzbibbon Award and a 2017 NZ Notable Book Award. He has since released several joke books, one of which was shortlisted for the 2021 NZ Children's Book Awards (non-fiction).



Fresh from the Auckland Writer's Festival, Tom will teach you all you need to know about the self-publishing landscape.

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# Introducing Adrienne Nairn



Adrienne Nairn wrote her autobiography *My Brother My Enemy* in 2013 and has spoken on the subject of elder abuse in New Zealand.

Adrienne revised the script and turned it into a novel 'The Inheritance Thief'.



Adrienne now helps people with writing their own life stories and promoting and marketing books.

# Introducing Bronwyn Wylie-Gibb



University  
Book Shop



Bronwyn has worked in the strange, wondrous world of independent bookshops for 34 years, and is currently Fiction Buyer at University Book Shop Otago. She reads voraciously, is a regular reviewer on Radio National, and was a fiction judge for the 2016 Ockham New Zealand Book Awards.

As a reader and a bookseller, Bronwyn will share what entices people to buy books.

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# Introducing Steve Rogan



Steve Rogan from Dunedin Print is an expert who helps authors prepare their manuscripts for publication.

Operating state-of-the-art offset and digital printing platforms, all linked by the latest information technology.

This insightful workshop covers all the key aspects an author needs to consider for quality self-published books.

**DunedinPrint** Ltd  
Inspiration | Design | Innovation



# Introducing Nikki Crutchley



Nikki has been a freelance proofreader but crime/thriller/mystery novels are her passion.



'Nothing Bad Happens Here', her first novel was a finalist in the 2018 Ngaio Marsh Award for best first novel. Nikki's second book, 'No One Can Hear You', was long-listed for the Ngaio Marsh Award for best novel in 2019



Nikki shares her author's journey from self-publishing to her fourth book To The Sea being published by major publishing house HarperCollins.

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# Introducing Jessica Newman

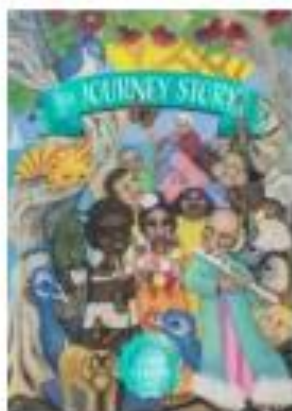


Jessica's first passion is painting. She likes making all sorts of Art...Art that is funny, beautiful, thought provoking, escapist and relevant!

Combining her love for poetry and art, Jessica has written a children's book called The Journey Story.

It focuses on Mental Wellness Education and using creativity as a helpful tool for learning.

Writers are best when they are physically and mentally well – the Journey Story showcases some helpful philosophies for creative people.





# Introducing Charlotte Squire



*For over 20 years, Charlotte Squire has written thousands of blogs and articles (including for Stuff), many songs, a short novel, and supported dozens of people to write their memoirs, life stories and family histories.*



*Learn how to create a basic framework for a memoir. Charlotte is currently launching an online course Write Your Memoir.*

*See [www.charlottesquire.co.nz](http://www.charlottesquire.co.nz) for more info.*

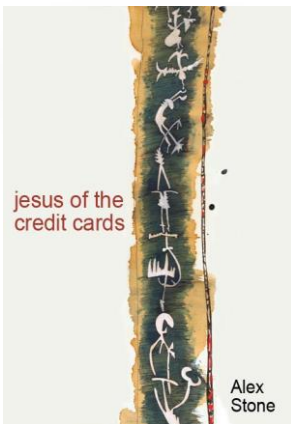
# Introducing Alex Stone



*Alex Stone is a writer, poet and artist based on Waiheke Island in New Zealand.*

*Alex's writing spans feature journalism, weekly newspaper columns, performance poetry, and creative short story writing - for which he has been acknowledged in eight New Zealand literary awards.*

*Prepare to be inspired, moved, challenged, informed and stimulated by Alex's distinctive writing.*



*Within his crisp and unique prose form, Alex's stories and mini-essays are witty, full of symbolism, always rewarding.*

# Introducing Fiona Cole



With over 10 years of experience in Business Communications, Fiona Cole is a talented copywriter and marketing expert with experience in the publishing industry.

Fiona will share the core tenants of marketing and selling your books.

**BiG WORDS**  
for your business

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## Introducing Lois Ion



Lois Ion is the director of Rotorua stamps and coins with over 40+ years experience.

Of English and Māori heritage, Lois is a direct descendent of Maggie Papakura – one of the original Māori guides and tells the story of one of the longest-running family businesses in New Zealand.



While at the Buried Village, hear about these entrepreneurial women, taking Māori culture to the world through places like The Buried Village and other tourist attractions in Rotorua.



Learn how stamps and coins tell our history and heritage, preserving our stories for future generations.

# *Ticket information*



<https://events.humanitix.com/great-write-away/tickets>

## *Affordable, fair pricing*

*Workshops*

*from \$15*

*Concession*

*From \$55 for  
Students/seniors  
unwaged*

*1 Day Pass*

*from \$45*

*2 Day Pass*

*from \$155*

*Virtual*






*Single sessions  
\$9.99*

*Accommodation*

*Tick the box  
to start your  
no obligation enquiry*



**Monday 26 September 2022**  
**Theme: Who are you as an author?**  
**SPEAKERS PROGRAMME – ONLY AVAILABLE ON WRITER'S TV**

| Watch any session any time   | Speaker  | Watch on Writer's TV  |
|--|--|---|
| <b>OFFICIAL WELCOME:</b> Mayor Steve Chadwick - Official welcome and opening of the Great Write Away   | Steve Chadwick (Mayor of Rotorua)<br><br>Allow 15 mins   |    |
| <b>WHO AM I?</b> Introduction to the programme.<br><br>How to get the most out of the programme<br><br>Setting the scene. Tune into your writer's voice. | Julia Anne (Festival Director)<br><br>Allow 30 mins  |    |
| <b>Who are you as a writer?</b><br><b>Being your Own Legend</b>  | Shelly Davies, author, trainer, speaker, legend.<br><br>Allow 45 mins  |    |
| <b>MASTERCLASS</b><br>Looking After Me as a writer - Mind, Body & Soul - what is holding you back?<br>Finding your north star as a writer.               | Dr Julia Anne (PhD) drawing on over 30 years of best practice for igniting your creative flame.<br><br>Allow 50 mins |   |
| <b>3 – 4 pm; CARE TO SHARE?</b><br>Zoom chat open for introductions and optional sharing session.  | All invited to share:<br>Who am I as a writer?<br><br>What are my key messages?                                      |  |



**Monday 26 September 2022**  
**Write-seeing options for visitors to Rotorua**

| Visit these places anytime  |  |  |
|---|--|--|
| <b>WRITE-SEEING - Cost: Free</b><br>Explore Rotorua's Lakefront and new Art Installation.<br><br>Then visit Ohinemutu : explore early Maori History and Geothermal village settlement.<br><br>Walk or drive to Kuirau Park, to visit boiling mud pulls, the Steaming Lake as an opportunity for some gentle exercise and contemplation. | <br><br> | <br><br> |



**Watch either Monday 26<sup>th</sup> or Tuesday 27 September 2022**  
**Theme: Who is your character?**  
**SPEAKERS PROGRAMME - ONLY AVAILABLE ON WRITER'S TV**

| Watch any session any time   | Speaker   | Watch on Writer's TV  |
|--|---|---|
| <b>WORKSHOP ON CHARACTER:</b><br>Who are they? Get to know your character(s).<br>Step by step guide and template for creating realistic, multi-dimensional characters. | Julia Anne (Festival Director)<br><br>Allow 45 mins |  |
| <b>MASTERCLASS:</b> Giving character to your character.  | Amy Scott<br><br>Allow 35 mins                      |  |





**Tuesday 27 September 2022**  
**Theme: Where? Bringing scenes and scenery alive**  
**SPEAKERS PROGRAMME - ONLY AVAILABLE ON WRITER'S TV**

| Watch any session any time   | Speaker                            | Watch on Writer's TV  |
|--|------------------------------------|---|
| <b>WORKSHOP:</b> Location, location, why it's always the location.   | Fiona Farrell<br><br>Allow 45 mins |   |
| <b>LOCAL LEGENDS:</b> Lois Ion: Historical perspective to Manaaki-tanga (hospitality), with stories of the local guides of the area. Sharing our stories through stamps and entrepreneurial women. | Lois Ion<br><br>Allow 30 mins      |  |





**Tuesday 27 September 2022**  
**Write-seeing options for visitors to Rotorua**

| Visit these places anytime  |  |  |
|---|--|--|
| <b>NUTURE IN NATURE :</b> Riverside + Fern gully walk, departing from Waipa Mountain Bike Park. Or explore The Redwoods by mountain bike (or e-bike)<br><br><b>SOAK, WRITE OR SHINNY DIP:</b> Hot Tubs, Forest Lounge and foot spas available all afternoon. Sit and write amongst the ferns and forest. Writer's challenge: Focus on Why this story is important?<br><br><b>TREEWALK:</b> optional night/day experience in the Redwoods – (not included in ticket) |  |   |

**Wednesday 28 September 2022**  
**Theme: Why? Giving power to your story telling**  
**SPEAKERS PROGRAMME - ONLY AVAILABLE ON WRITER'S TV**

| Watch any session any time   | Speaker   | Watch on Writer's TV   |
|--|---|--|
| <b>WORKSHOP - FIND YOUR WHY:</b> Giving power to Objects in story telling.   | Catherine Chidgey<br><br>Allow 45 mins  |   |
| <b>SHARING IS CARING:</b><br>Writers reading the short stories they wrote after being inspired from the inaugural Great Write Away Event held in Dunedin 2021. | Grace MacKenzie: <i>If I'm May</i> and<br><br>Winifred Kavslie: <i>Rites of Passage</i><br><br>Allow 15 mins                          | <br> |
| <b>3 – 4 pm; CARE TO SHARE?</b><br>Zoom chat open for optional sharing session.  | All invited to share:<br>Who is your character?<br><br>What have you learned about your location?<br><br>What object have you chosen? |    |

**Wednesday 28<sup>th</sup> September 2022**  
**Write-seeing options for visitors in Rotorua**


| Visit these places anytime  |  |   |
|---|--|---|
| <b>WRITE-SEEING:</b> Gather inspiration from Buried Village: Museum tour and Nature walk.<br><br>Followed by morning tea or lunch at Smith & Co.<br><br>Please pre-book and mention you are a writer.<br>Cost is \$25 | <br><br> | <br><br> |



**Thursday 29 September 2022**  
**Theme: How? How to write a story?**  
**SPEAKERS PROGRAMME - ONLY AVAILABLE ON WRITER'S TV**

| Watch any session any time   | Speaker  | Watch on Writer's TV   |
|--|--|--|
| <b>MASTERCLASS:</b> How to write a short story with Creative Writing Tutor Diane Brown   | Diane Brown<br><br>Allow 45 mins   |   |
| <b>SHARING IS CARING:</b><br>Writers reading the short stories they wrote after being inspired from the inaugural Great Write Away Event held in Dunedin 2021. | Kirstie McKinnon: Deliveries and<br><br>Natasha O'Connor: The Greatest Treasure<br><br>Allow 15 mins | <br> |

**Thursday 29<sup>th</sup> September 2022**  
**Write-seeing options for visitors in Rotorua**

| Visit these places anytime   | Hannah's Bay  |   |
|--|---|---|
| <b>LOCAL LEGENDS:</b> Welcome and stories from Rotorua Settlers and Steam Museum (Te Amorangi) at Hannah's Bay<br><br><b>WALK, SHOP OR WRITE:</b> 3 options: Lakeside Walk at Hannah's Bay; Go shopping in Town, or find a café or tranquil spot for your personal Wee Write Inn |  |  |

# Friday 30 September 2022

## HYBRID = LIVE IN VENUE + WRITER'S TV OPTIONS

### Theme: How to write a story? As well as Editing and Editors

| Time              | Session   | Speaker   | Venue   |
|-------------------|---|---|---|
| 8 – 9.30 am       | <b>LOOK AFTER ME:</b> Options for spa or massages and body treatments.<br><br><b>Registration open from 8.30 am</b>   |    | Polynesian spa or QE Spa<br> |
| from 9.30 – 10 am | <b>Arts Village Tour and Re-cap of Writer's TV</b> (Who? Where? Why? and How? – summary of Monday – Thursday)   | Julia Anne<br>   | Eric Bridgeman Room, Art's Village  |
| 10 - 11 am        | <b>MASTERCLASS:</b> The art of crafting a story and bringing it all together.   | Vicki Arnott<br>   | Eric Bridgeman Room, Art's Village.<br><br>LIVE and LIVE STREAMED   |
| 11 - 11.30        | <b>MORNING TEA</b>  | Host: Rotorua Writer's Group  | Art's Village   |
| 11.30 - 12.30     | <b>LOCAL LEGENDS:</b> Lois Ion: Historical perspective to Manaaki-tanga (hospitality). Sharing our stories through stamps and entrepreneurial women.                                  | Lois Ion<br>  | Eric Bridgeman Room, Art's Village  |
| from 12.30 pm     | <b>LUNCH &amp; MIX AND MINGLE WITH AUTHORS &amp; TUTORS</b>   | Lunch own cost (café open) Tutors to share books and services with our community  | Mosaic Hall, Art's Village and Arts Village Café.   |
| 1.00 – 2.00 pm    | <b>Option 1: YOGA OR STRETCHES</b><br><b>Option 2: NUTURE &amp; NATURE WALK</b><br><b>Option 3: BOOK A TUTOR - COACHING</b><br><b>Option 4: WEE WRITE INN</b>                         |    | (1) Yoga Room<br>(2) Village Green, Sulphur Point, lakefront<br>(3) Eric Bridgeman<br>(4) Arts Village          |
| 2.00 – 2.45 pm    | <b>GUEST LECTURE:</b> Edit like a Pro. Top tips with an Editing professional.<br><br>Watch Writer's TV with exercises   | Emma Neale<br>  | Eric Bridgeman Room, Art's Village.<br><br>Or watch writer's TV   |
| 2.45 - 3.10 pm    | <b>INTERVIEW WITH BEST SELLING AUTHORS</b> What does it take?   | San and Oia Eng<br>                     | Eric Bridgeman Room, Arts Village.<br><br>Or watch writer's TV  |
| 3.30 - 5.30 pm    | <b>Option 1: BOOK COVER AVEC VINO AND TEA:</b> Create a Writer's Journal cover (limited to 6 - must pre-book) Includes tea/coffee/wine and nibbles                                    | Carol Bannister [6 only]<br>   | Carol's studio - live only (10 minute drive).   |
| 3.30 - 5.30 pm    | <b>Or Option 2: BOOK COVER AVEC VINO AND TEA:</b> Create a design concept for your story. Theory + Practise. Viewed from Writer's TV. Includes materials, tea/coffee/wine and nibbles | Julie Lawrence And Eleanor Girvan<br>  | Eric Bridgeman Room, Art's Village.<br><br>Or watch writer's TV   |



**Saturday 1 October 2022**  
**HYBRID = LIVE IN VENUE + WRITER'S TV OPTIONS**  
**Theme: Formatting and Publishing**

| Time             | Session   | Speaker   | Venue  |
|------------------|---|---|--|
| 8.45 - 9 am      | Welcome to the Library - useful resources for writers. Introduction to The PublishMe Programme.   | Library staff (include H&S) + Julia Anne  | Library - Community space, Live and Live Streamed  |
| 9 - 10.30 am     | <b>WORKSHOP:</b> Self-Publishing 101 - DIY guide.   | Tom E. Moffatt<br>  | Library - Community space, Live and Live Streamed  |
| 10.30 - 11.00 am | <b>MAD HATTER PLATTER &amp; NATTER:</b> Wear a Hat or simple dress up to morning tea  |   | Library - Community space<br>                       |
| 11 - 11.50       | <b>Write your life story, memoir or history</b>   | Charlotte Squire<br>  | Library - Community space.<br>Live streamed from Nelson  |
| 12 - 12.45       | <b>PANEL DISCUSSION:</b> Top tips from self-published authors + audience questions  | Jessica/Vicki/Tom/Julia/Adrienne/Shelly/  | Library - Community space.<br>Live streamed.   |
| 12.45 - 1.30 pm  | <b>LUNCH</b> – Cabinet food or menu available at the Junction café (opposite library) or BYO Picnic in the Square   | Own cost for lunch or BYO   | The Junction (booked under Great Write Away)   |
| 1.30 - 3.00      | <b>Option 1: WALKING BOOKSHOP TOUR:</b> McLeod's + Whitcoulls + Atlantis (must pre-book). <u>McLeod's:</u> Local Legends. <u>Whitcoull's</u> Where would you see your book and stationery stock up. <u>Atlantis:</u> What makes a favourite, a favourite? | Jemma (McLeod's) & Fraser Newman (Atlantis Books) & Whitcoull's<br>  | Atlantis, McLeod's Bookshop and Whitcoull's<br>   |
| 1.30 - 3.00      | <b>Option 2: GUEST LECTURE:</b> getting print ready.<br>+ <b>LIBRARY TOUR:</b> where would you find your book? Comfortable seating all over the library.<br>+ <b>GUEST LECTURE:</b> What bookshops really want  | Steve Rogan<br><br>Library staff<br>Bronwyn Wylie-Gibb  | Library - Community space. Live + Writer's TV<br> |
| 3.00 - 3.30 pm   | <b>AFTERNOON TEA</b>  | Local poets   | Library - Community space.   |
| 3.30 - 4 pm      | <b>SHARING IS CARING:</b> Writers in the room – share their stories, insights, tips and readings from the week.   |   | Library - Community space. Live only.  |
| 3.30 - 5.30 pm   | <b>OR: WRITE-SEEING</b> Paid options - Railcruising or Canopy Tours. Not included in ticket.  |   |   |

**Sunday 2 October 2022**  
**HYBRID = LIVE IN VENUE + WRITER'S TV OPTIONS**  
**Theme: Publishing, Sales and Marketing**

| Time            | Session   | Speaker   | Venue   |
|-----------------|---|---|---|
| 9.30 - 10.30    | <b>Option 1: CASE STUDY</b> Finding my way as an artist and author. Including crowdfunding  | Alex Stone   | Live streamed from Waiheke Island into Rotorua Public Library |
| 9.30 - 10.30    | <b>Option 2: MASTERCLASS:</b> How to write a short story with Creative Writing Tutor Diane Brown  | Diane Brown                                        | Watch Replay (from Thursday's session on Writer's TV)         |
| 10.30 - 11.00   | <b>LOCAL LEGENDS:</b> Let them laugh – writing comedy and sharing his favourite jokes.  | Tom E Moffat                                       | Library - Community space, Live and Live Streamed             |
| 11 - 11.30      | <b>MORNING TEA:</b> Practice introducing yourself and your story  | All - networking, sharing stories   | Library - Community space, Live only                          |
| 11.30 - 12.15   | <b>MASTERCLASS:</b> Marketing and selling books - what really works in 2022. Drawing on experience with selling autobiography and children stories.           | Adrienne Nairn                                    | Library - Community space, Live and Live Streamed             |
| 12.15 - 12.45   | <b>GUEST LECTURE: Pathways to Publishing - my story so far:</b> self- and traditional publishing in New Zealand.  | Nikki Crutchley                                  | Library - Community space, Live and Live Streamed             |
| 12.45 - 1.15 pm | <b>LOCAL LEGENDS:</b> The Journey Story: creative strategies for health, harmony and wellbeing  | Jessica Newman                                   | Library - Community space, Live and Live Streamed             |
| 1 - 2 pm        | <b>LUNCH</b>  | Own cost for lunch  |   |
| 2 - 2.45 pm     | <b>Step by Step Guide to launching and selling your Book.</b> Overview of video tutorials, with how-to guides, templates, cheatsheets on the PublishME portal | Julia Anne and reps from Best Seller Publishing  | Library - Community space, Live and Live Streamed             |
| 2.45 - 3.30 pm  | <b>WORKSHOP ON MARKETING BOOKS:</b> Finding your readers. Developing a plan and selling ethically and well.   | Fiona Cole                                       | Library - Community space – Live streamed from Dunedin        |
| 3.30 - 4.00 pm  | <b>SHARING IS CARING:</b> Free your voice, tell your story. Get feedback from our Tutors. Wrap up and Close.  | All    | Library - Community space, Live and Live Streamed             |

# Who comes to the Great Write Away?

Every writer's voice is welcome – no matter your age, stage, gender, genre or experience.

Here are some of the writers who came to a previous event.



We like to keep things small and friendly

- ❖ Age-friendly
- ❖ Genre-friendly
- ❖ Gender friendly



Many of our guests have a life experience they want to share. Others may be going through a life-impacting change (divorce, death or illness).



*"Writing is a natural and helpful way  
to process big emotions and uplift  
personal wellbeing in a creative format."*



It best suits single, couples or groups of writers.

Easy to drive to locations with plenty of parking a small but friendly town in New Zealand.



Free your voice.

Tell your story!



## Unique Writer's Holiday

- ❖ Step-by-step learning for 7 days
- ❖ Ideal for memoir or biography
- ❖ Or gather new inspiration your story
- ❖ Meaningful experience for singles & couples
- ❖ Daily locations matched to writing lessons
- ❖ Google Map pins to self-drive/navigate to
- ❖ Info for free and vouchers for paid attractions
- ❖ Full and forever access to teaching platform
- ❖ Taught with compassion and care, by writers, for writers

eXperiences for writers

Look After Me



## The Great Write Away



NPS = 9.3

**Would you recommend this experience to others?**

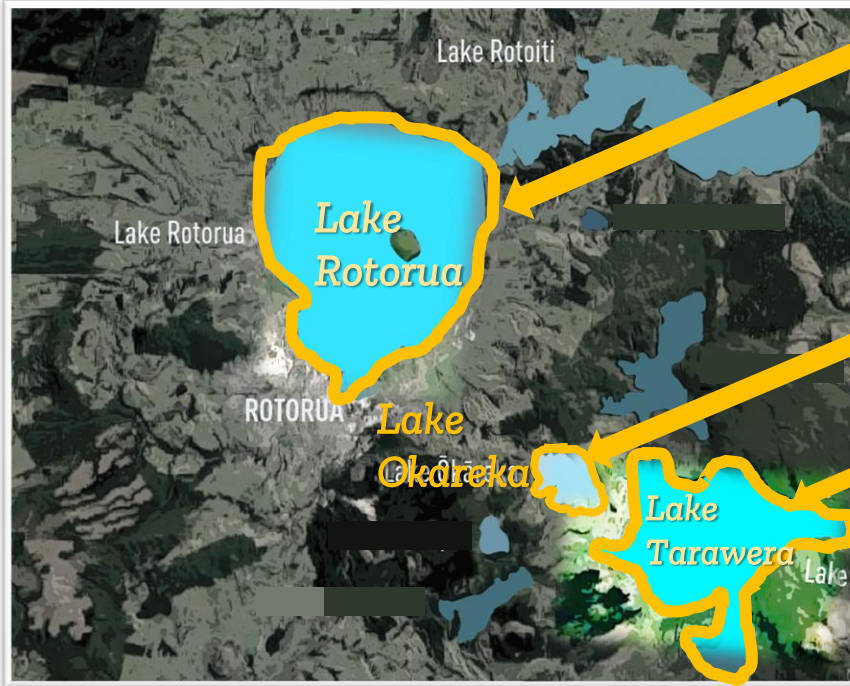
The writers in these photos scored their experience  
an average score of 9.3 out of 10.





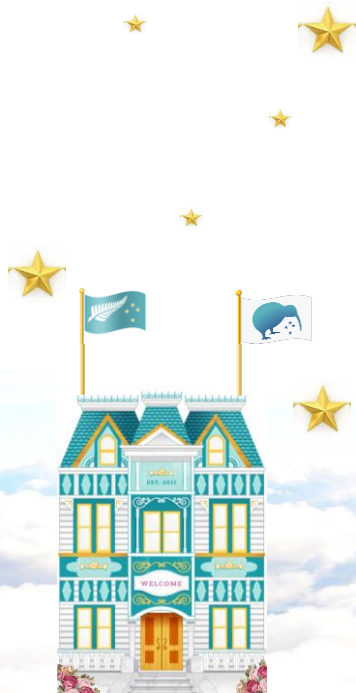
# Boutique, customised accommodation

- ❖ 1 -7 day packages in lodges, suites or holiday homes
- ❖ Options for serviced, hosted or self-catering
- ❖ Most properties have lake views or a spa



powered by

## Look After Me



### B&B @The Redwoods

Nestled close to the Redwood Forest is a two-bedroom luxury B&B. Each room has an ensuite and garden views.

Stylish, comfortable lounge and dining room, with fantastic cooked breakfast. Experienced and helpful host on-site.



### Addictive Views

A private studio nestled on the lake front of beautiful Lake Rotorua.

Beautifully furnished and well equipped, this purpose-built studio is completely private, with its own entrance. Hosted.



### The Lake View Inn

Bright and airy Holiday House with great views of Lake Rotorua. Featuring wonderfully crafted furniture and a stylish open-plan living area with an entertainer's kitchen.

Three generous rooms + 2 bathrooms.



### Okereka Escape

Cute, warm and sunny unit overlooking Lake Okareka.

A generous sized one-bedroom unit with ensuite bathroom. Fully self-contained for a tranquil retreat.



### The Terraces

Reigning supreme over the landscape, The Terraces Holiday House gazes over the lake and iconic Mt Tarawera.

Blessed with open, airy spaces, swathes of glass and masses of decking, this nature lover laps up majestic scenery all day long.



### Tarawera views

Imagine a sumptuous Haven. Pure escapism, a sanctuary, an oasis of calm within a stone's throw of majestic Lake Tarawera.

Modern, light and bright. Great place for a group to have a Writer's Retreat.



## A range of accommodation for writers



# Ticket information



<https://events.humanitix.com/great-write-away/tickets>

## Affordable, fair pricing

*Workshops*

*from \$15*

*Concession*

*From \$55 for  
Students/seniors  
unwaged*

*1 Day Pass*

*from \$45*

*2 Day Pass*

*from \$155*

*Virtual*

*Single sessions  
\$9.99*

*Accommodation*

*Tick the box  
to start your  
no obligation enquiry*

# 'Thank you' to our Look After Me community

We are a community of creatives, who together with our local Bed & Breakfast operators, Lodges, Homestay Hosts and Holiday Home owners, local tourism attractions and hospitality network have worked together to create this one-off, very unique and small group holiday experience for you.

## Thank you everyone!

We are particularly grateful for the support from Creative New Zealand and the Rotorua Creative Community Scheme which supports this experience for Writers.

We are also indebted to our private investors and shareholders, who believed in us, and backed us through our first pandemic. Thank you to The Connelly Family, especially Lois, Colin MacPhee Hospitality Ltd, Vivien Cooper, Dr Phillip Wilcox, Guna Magesan, The Hunt Family Trust, the Johnson Family Trust, Trish DuMuth, Martin Sharp, Pete Cato, Cathy Hargreaves and the rest of our Shareholding Group who have ably guided us through. Not all companies are still buoyantly serving customers.

We acknowledge and appreciate our current and former staff, our contractors (many of whom you'll see in our photographs modelling our values) and the immense volunteer workforce that has nurtured, supported and powered the Look After Me movement for well over a decade now.

Thank you to our talented tutors, authors and guest speakers, to our Booksellers, Publishers, Print shops and marketers - they are all seasoned professionals who have enthusiastically turned up to The Great Write Away to inspire and encourage you to free your voice and tell your story.

The Great Write Away programme committee sincerely appreciates the enthusiasm and support from our local Rotorua Writer's Group, all of our Accommodation Hosts and the volunteers who have pulled together to create this incredibly special experience.

It's a big job but we love hosting writers on holiday, and will **look after you**.

It's what we do.



**Dr Julia Anne**  
**Author –Entrepreneur - Poet**

# Festival partners



## Major funders

Rotorua District



Look After Me

Real experiences. Real people. Real places.

## Principal partners



## Preferred suppliers



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## Look After Me

Real People + Real Places = Real Experiences

Contact our award winning team  
for quick and easy,  
over-the-phone bookings and enquiries

+64 21 51 16 06

0800 526 123 (NZ only)

julia@lookafterme.co.nz

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Prestigious 51st Anniversary Award

 **FINALIST**  
Emerging  
Business  
Award  
2013

 **Rotorua X**  
WINNER: People's Choice  
Runner Up: Judge's Choice  
Rotorua X 2013/2014

