

# Boroondara Writers' Bulletin — November 2008

Boroondara Writers' Group is a supportive and knowledgeable community of writers, working in all genres, and at all skill levels. Our monthly workshops are designed to encourage, to improve and to applaud members' writing.



## Christmas Meeting In November

All members cordially invited to attend our November Meeting to enjoy seasonal food and drinks as this is our last workshop meeting for the year.

BUT don't forget the last meeting for 2008, the Launch of:

### BOILED EGG ON SUNDAY

December 12, 7.30pm  
Hawthorn Town Hall.

### Remaining Meeting Dates For 2008

- *Saturdays* •  
November 22
- *Wednesdays* •  
November 12
- *Anthology Launch* •  
December 12

### Optional Themes

The topic for November will be:

**'My Favourite Room'**

And for February:

**'The Clothes That Make  
Me Feel Good'**

### Book Launch You can help in two ways

**Catering**— Mardi is supervising the catering in my absence. Please let her know by November 30 if you can help with preparing finger food (to be served cold) about December 10/11. Contact Mardi on 9880 7681.

**Promotion**— A4 Posters advertising the launch are available, suitable for putting in your local café, community notice boards in supermarkets, community houses, surgeries, etc. I have attached a copy to email newsletters, and included hard copies for mail copies.

Please promote this entertaining evening to your family and friends. There will be readings from the book and Earl Livings (the poet and former moderator of the group) will launch the book. He will also be the featured author in the second part of the Soiree, after the launch.

### Want to make a book?

Bookmaking classes available in January and February covering stitched and concertina books, books in a box, pop-up books and other options to suit those attending workshops.

You can attend one workshop or as many as you like. Workshops commence Wednesday, January 21, 2009, 2pm and continue Jan 28 and Feb 4. The series of workshops will be repeated on Saturdays at 2pm, beginning January 24 to February 7. [If there is a demand to learn more styles of book the workshops may be extended.]

Cost will be \$20 per workshop, plus a materials charge if you prefer not to provide your own materials. [A materials sheet will be issued on receipt of payment.]

For more information and to book: email [caroline@tcaadvisors.com.au](mailto:caroline@tcaadvisors.com.au).

[Booking confirmations and information requests received after November 14 will not receive replies until after Dec. 10].

## Provisional Meeting Dates For 2009

### • *Saturdays* •

Feb 28, Mar 28, April 25, May 30,  
June 27, July 25, August 29, Sept  
26, Oct 31, Nov 28

### • *Wednesdays* •

Feb 11, Mar 11, Apr 15, May 13,  
June 17, July 15, Aug 12, Sept 16,  
Oct 14, Nov 11

## Invitation To Launch Of New Journal

Sketch is a brand new Melbourne-based literary and art journal.

We are holding a launch party next month and would love you to attend.

Christine de Saini

Art Editor

Sketch

0400 016 625

[www.sketchmediahouse.wordpress.com](http://www.sketchmediahouse.wordpress.com)

## Launch of Service For Self Publishers

Palmer Higgs Pty Ltd, one of the leading suppliers of production services to the Australian book publishing industry is launching a service for Self Publishers.

Today, changes in technology are enabling writers to use Self Publishing as a serious alternative to manage their own publishing career.

Palmer Higgs Pty Ltd is using its many years of experience in book design and production to provide a service for Self Publishers. The Publishing division of the company, which has produced books for some of the largest publishers in the world, has recognized the growing interest in Self Publishing and is offering a range of services for writers wishing to publish their own material.

They say that everyone has one good book in them, however the difficulty in the past for most writers has been to find a publisher whose vision of a "good book" matches theirs. Traditional publishers are looking for the next blockbuster which will justify the costs of production, marketing and distribution. Very few of the manuscripts plied on publishing houses ever see the light of day as a published book.

Today, the ability to print books on demand and then distribute the products via the Internet, has created a growing interest in Self Publishing. The advent of digital printing, where books are basically laser printed rather than ink printed, has meant that small numbers of books can be viably and

professionally produced. Digitally printed books can also be printed "on demand" i.e. when ordered, so saving inventory costs and avoiding unnecessary waste. The quality of digital printing has improved dramatically in recent years and it would be difficult for the average person to distinguish between certain digitally or offset printed books.

Once the book is produced the Self Publisher needs a method of distribution to reach their audience. Some authors may still prefer the traditional method of book distributors or selling direct to bookstores or niche market outlets. However, the Internet also provides a simple and inexpensive means of reaching that audience, whether local or global.

As Chris Anderson, author of *The Long Tail* notes, "The fact that anyone can make content is only meaningful if others can enjoy it. The PC made everyone a producer or publisher, but it was the Internet that made everyone a distributor". Optional marketing packages available from Palmer Higgs help writers take advantage of these Internet distribution methods and marketing services.

For further information on the Self Publishing services available from Palmer Higgs, contact Paul Higgs on 0418 512 213 or visit [http://www.palmerhiggs.com.au/publishingservices/self\\_publishing.html](http://www.palmerhiggs.com.au/publishingservices/self_publishing.html)

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