



vrystaat

KUNSTEFEEES • ARTS FESTIVAL • TSA-BOTJHABA

LITERATUURFEES LITERATURE FESTIVAL DINGODILWENG

BUSINESS PLAN

2019 – 2023



KHOEKHOEGOWAB: Vrystaati di Di//khasib !Gâi!gâisens ge #an!gâs tsi !gôasiba Khoe-San Khoena ra mâ. Nê khoen ge //in aboxan !na /gaisa #goms tsi !hû//arede! kho/gara hâ,nâu khoen !hüb din /khas khami

AFRIKAANS: Die Vrystaat Kunstefees erken en respekteer die Khoe-San van die Vrystaat en die diep geestelike verhoudings wat hulle met hul voorouers, hierdie land en sy mense het.

ENGLISH: The Vrystaat Arts Festival acknowledges and respects the Khoe-San of the Free State and the deep spiritual attachment to their ancestors and relationships they have to this country and its people.

SESOTHO: Mokete wa tsa Bonono Freistata o ananela le ho hlompha morabe wa Khoe-San wa Freistata, le kamano e tebileng ya semoya eo ba nang le yona le badimo ba bona hammoho le dikamano tseo ba nang le tsona le naha ena le baahi ba yona.

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1. VISION, MISSION AND OBJECTIVES

VISION

One Festival. Many Stories.

MISSION

Enriching literary experiences for all.

OBJECTIVES

The main objectives of the literature festival are:

- i. **Community:** to bring communities of readers and local, national, and international writers together
- ii. **Reading:** to develop a culture of reading in the widest possible sense
- iii. **Language:** to foster exposure to multilingual programming, including indigenous languages
- iv. **Accessibility:** to present and make South African literature accessible to diverse audiences



An evening of Jazz and Poetry (2018). Cred: Kuduna Photography & Ivan Siminya.

2. EXECUTIVE SUMMARY

Established in 2016, the Vrystaat Literature Festival, in partnership with the University of the Free State (UFS) and the Vrystaat Arts Festival, is now one of the key events on the international literary calendars of South Africa.

As the first of its kind in South Africa, and the Free State in particular, the literature festival has demonstrated a significant contribution to the promotion and growth of a dynamic and robust reading culture in the province. The festival aims to increase this contribution, as well as to promote the international importance of both Afrikaans and South African literature and culture. The literature festival furthermore functions as a platform for lively conversation and the creation and exchange of knowledge among national and international writers, and will continue to grow in this regard into the future.

Over the course of 6 days, no less than 130 individuals, including local, national and international writers and poets participate in book discussions and book launches, long-table discussions, poetry readings and performances, workshops for upcoming writers, lectures, films, and bus-tours. We invite international writers and poets from across the African continent, Australasia, Europe, as well as from North America.

Since 2016 the festival attendance has continued to show substantial growth, despite economic uncertainties. We are particularly delighted that the number of visitors to the festival increased from 2054 attendees in 2016, 2298 attendees in 2017, to 2352 attendees in 2018.

The main venue for the literature festival is situated at the Centenary Complex on the UFS-campus. The venue, designated the *ATKV-Boeke-oase*, consists of the main hall of the Centenary building as well as a marquee tent, both with a capacity of 120 and equipped with high quality staging, sound and lighting. The main hall is also converted into a bookshop, with Exclusive Books operating as the official bookshop during the festival, as well as a restaurant, coffee shop and lounge area.



3. CONTEXT

3.1. HISTORY

The Vrystaat Literature Festival was founded in 2016 as a partnership between the UFS and the Vrystaat Arts Festival, with the UFS acting as the founding sponsor and the *Afrikaanse Taal- en Kultuurvereniging* (ATKV) as the venue sponsor. The literature festival has a unique identity, being the first of its kind in both the province and South Africa.

3.2. INTERNAL SITUATION

3.2.1. KNOWLEDGE AND SKILLS

The Vrystaat Arts Festival personnel has extensive experience in both local and international festival cultures. Key staff who work on the literature festival also have a strong knowledge of both local and international customs and easily negotiate the intercultural dialogue required for this multicultural project. This includes multilingual skills in Afrikaans, English and Sotho.

Key personnel working towards the literature festival have strong project management and governance skills, having worked in both corporate and publicly funded environments. This encompasses analysis, implementation of various key cultural projects and programs both provincially and nationally.

Staff also have extensive skills in social media for both marketing outcomes and audience development.

3.2.2. RELATIONSHIPS AND NETWORKS

The literature festival operates in collaboration with the *Nasionale Afrikaanse Letterkundige Museum en Navorsingsentrum* (NALN), with the museum acting as an additional venue for literature festival events.¹ In addition, in 2006 the Sesotho Literary Museum (SLM) was founded alongside NALN, and has since been supporting the Free State Sesotho literary landscape. Through these collaborations, the festival involves both Afrikaans and Sesotho readers and writers.

We work closely with various departments from the UFS's Faculty for the Humanities, including the Departments of Afrikaans,

Dutch, German and French; English; African Languages; African Studies; Philosophy; and, Art History and Image Studies. Representatives from the following faculties also serve on the literature festival's advisory committee: Economic and Management Sciences, Health Sciences, Law, Natural and Agricultural Sciences, and Theology.

To ensure that the festival program reflects the latest South African publications, we continue our partnerships with several key South African publishing houses, including NB-Publishers, LAPA, Naledi, Protea Boekhuis, Jacana, Penguin Randomhouse, WITS University Press, SUNMedia, and Jonathan Ball Publishers to name a few.

The Bloemfontein Business Chamber (BBC) also partners with the literature festival. The BBC assists the festival with securing project sponsors for particular projects presented by the festival according to the sponsor's and the festival's needs.

From 2019 onwards, our focus will be to raise the Pan-African profile of the literature festival. We have already begun to establish and develop partnerships with organisations such as the African Writers Trust (AWT), chaired by Goretti Kyomuhendo (Uganda), a key festival guest in 2018.

3.2.3. BRAND POTENTIAL

The Vrystaat Literature Festival has already shown a significant contribution to the promotion and growth of a healthy reading culture within the province and the country and will continue to increase its contribution in this regard. The festival also continues to play a key role in promoting the importance of South African literature and culture on the international stage.

We include local, national, and international writers and poets in our program and we program for both emerging and established authors. To continue the growth of the brand we present a linguistically diverse program, including all eleven official South African languages as well as First Nations languages

and South African Sign Language. Presenting a linguistically diverse program engages new audiences from various language backgrounds, exposing them to a high quality literary program.

3.2.4. FINANCIAL SITUATION

The business plan sets a course to ensure that the Vrystaat Literature Festival is financially robust and viable.

Besides significant funding obtained from our founding partner, the UFS, we supplement our funding from various South African institutions, including the Dagbreek Trust, the LW Hiemstra Trust, Media24, and the ATKV. We also receive funding from such international bodies as the Canada Council for the Arts, Nederlandse Letterenfonds, Van Ewijk Foundation, and the Flemish Government and Flemish Literary Fund.

Future international funding opportunities from institutions such as the Australia Council for the Arts, the Goethe-Institut Südafrika, the Alliance Française, and Pro Helvetia: The Swiss Arts Council will also be pursued. Approximately 10% of the literature festival's total income is procured from ticket sales with the aim to increase this over a period of time.

1. NALN is concerned with the preservation and promotion of Afrikaans literary arts, including music, theatre, and literature and preserves the largest collection, at one institution, of materials related to Afrikaans.

3. CONTEXT

3.3. EXTERNAL SITUATION

3.3.1. POLITICAL

The political situation in South Africa is complex. Due to limited government resources it is crucial for the literature festival to develop sustainable funding models to ensure the festival's survival.

The literature festival has the potential to play a key role in linking communities from different language groups through community engaged projects, as well as providing a platform for cross-cultural dialogue.

3.3.2. ECONOMIC

The current national economic recession, including high inflation and low growth, has resulted in a reduction in non-statutory budgets and fierce competition for sponsorship. The recession will likely also have a significant impact on consumer budgets therefore influencing festival attendees to buy tickets and attend the festival.

Securing continued support from key sponsors already listed as well as obtaining added support from philanthropic and corporate sponsors is crucial for the continued running of the literature festival.

The support of the BCC in obtaining supplemental sponsorship from local businesses to act as project sponsors for literature festival programs is vital to ensure the sustainability of the festival.

3.3.3. SOCIAL

The Free State Province has a very specific creative industry profile. In addition to being one of the few regions in the country where the population is still growing (in comparison to a general decrease in the population in South Africa), the *Public Participation in the Arts Survey 2010* by the National Arts Council of South Africa showed that of all the provinces the highest percentage of people who participated in the arts, were from the Free State (27% followed by 21% in Limpopo), due to a growing number of events being offered.²

This indicates that there is a growing cultural offering in this region that outpaces other regions in terms of community support. The Free State also has the highest number of participants (22.4%) attending events to support artists (the highest of all the provinces), indicating a significant and loyal support base for the arts, and in particular artists.

The literature festival provides a platform for South African writers and poets to exchange ideas and knowledge among themselves as well as with international guests. The festival also creates a space for audiences to meet and interact with diverse South African creative writers.

3.3.4. TECHNOLOGICAL

Developments in new technology impacts both participants in and audiences of the literature festival alike.

The festival utilises technological advancements in particular as it relates to social media and online marketing strategies, making use of such social media platforms as Facebook, Twitter, Instagram and YouTube. Teleconferencing facilities such as Skype or WhatsApp are used in a two-fold manner. Firstly, as a means of continued dialogue between South African stakeholders and international partners, and secondly, such facilities are used to link with national and/or international contributors who may not be able to physically attend the festival but who are nevertheless critical in their participation in the festival.

We also employ technological advances in collaborative text creation and publishing as digital creative tools. These advances are utilised to produce new media literary outputs.

2. Franke, P. 2010. Research report on *Public Participation in the Arts Survey*, methodologies and demographics: 3-13.



Antjie Krog presenting the Sol Plaatje Lecture (2017).

4. TARGET MARKET

The Vrystaat Literature Festival's target audience is the Free State's reading community, in particular, and the general public, overall. The following sub-segments are particularly important:

- Residents of Mangaung and the Free State
- Afrikaans, English, and Sesotho speaking communities
- Local writers, poets, and readers
- National writers, poets, and readers
- International writers and poets
- Women
- Senior citizens
- Students and young people
- LGBTQI communities
- People with disabilities

Since the target audience of the literature festival primarily consists of the province's reading community, the festival necessarily has a niche market. Therefore, it is also very important to develop audiences so as to ensure sustainable future audiences. Audience development encompasses growing audiences and increasing the reach of the festival, as well as building deeper relationships with the present audience.

Activities related to audience building and development occur across four spheres:

4.1. SOCIAL

- Involving specific communities, such as the Heidedal and Bochabela communities in Bloemfontein; the reading and/or writing communities from neighbouring countries such as Lesotho; and, poets, essayists, bloggers, and novelists, publishers and readers from across the African-continent
- Increasing less engaged audiences such as the UFS's student community

4.2. EDUCATIONAL

- Developing the range and depth of engagement of above-mentioned communities
- Establishing an outreach programme which is specifically aimed at school learners, initially focused on Bloemfontein schools and ultimately on schools from the Free State province

4.3. CREATIVE:

Building audiences for specific literary genres, in particular in our case, the poetry café component of the program

4.4. FINANCIAL

- Increased income from ticket sales



5. COMPETITION

We are aware and responsive to the fact that the Vrystaat Literature Festival exists within a dynamic and shifting cultural landscape. Competition for the literature festival's target market will come from diverse sources including: other Afrikaans literary festivals, other English or multilingual literature festivals, MACUFE, as well as other cultural or sports events.

Although there is a significant number of festivals currently in South Africa, there is a growing demand for specialist or niche festivals, such as the literature festival, that create opportunities to engage with a specific topic or genre in greater depth.

In addition, there is an intense competition for limited funding for cultural events and also a number of events competing for media coverage. The Vrystaat Literature Festival team is committed to broadly identify and advocate for support for the organisation and promote the festival in an innovative way to ensure maximum interest from media companies.



Puppet Park at Children's story-hour (2018).

6.1. GOALS AND KPIS

Goal	KPIs	Current	2019	2020	2021	2022	2023
COMMUNITY Bring communities together	Number of local and national writers and poets invited	125	130	135	140	145	150
	Number of international writers and poets invited	12	15	20	25	30	35
	Number of multilingual events presented	4	6	10	14	18	25
	Audience numbers	2 350	2 500	2 800	3 000	3 500	4 000
READING Promote a culture of reading	Number of children’s story-hour events	4	6	8	10	12	14
	Number of school learners involved	70	80	90	100	110	115
	Number of books sold at the bookshop	1 150	1 250	1 350	1 450	1 500	1 600
LANGUAGE Present a multilingual program	Number of Afrikaans events	40	42	45	47	50	55
	Number of English events	20	22	23	24	25	26
	Number of Sesotho events	3	5	6	8	9	10
	Number of isiZulu and/or isiXhosa events	1	2	3	4	5	6
	Number of First Nations language events	0	2	3	4	5	6
ACCESSIBILITY Make literature accessible to diverse audiences	Number of multilingual events	4	6	10	14	18	25
	Number of events at Sesotho Literary Museum	3	5	6	8	9	10
	Number of events live-streamed via Facebook Live	1	2	4	8	10	12

7.1. GOAL 1 COMMUNITY – We bring communities together

Strategy	Key activities	Priority	Timeline	Responsibility
We support authors and poets	Invite local and national writers and poets	1	Oct-March	Literature festival coordinator and assistant
	Support local and national poetry organisations	2	Annually	Literature festival coordinator and assistant
	Invite popular international authors	2	Oct-March	Literature festival coordinator and assistant
We support the writer's community	Present workshops for emerging writers and poets	3	Annually	Workshop facilitators
	Present workshops in multiple languages	3	Annually	Workshop facilitators
We support readers	Curated shows and events with local, national and international writers	1	July	Literature festival coordinator and assistant
	Develop new opportunities for shows and presentations	3	Jan-July	Literature festival coordinator and assistant

7.2. GOAL 2 READING – We develop a culture of reading

Strategy	Key activities	Priority	Timeline	Responsibility
We support publishers	Present a program consisting of the newest titles	1	Annually	Literature festival coordinator and assistant
We partner with various literary institutions	Partner with local institutions including NALN and SLM	2	All year	Literature festival coordinator and assistant
	Partner with local bookshops, including Exclusive Books	3	All year	Literature festival coordinator and assistant
	Partner with local libraries, including Public Library and the UFS library	4	All year	Literature festival coordinator and assistant
We support schools	Develop a school learner's outreach program	3	Annually	Project manager

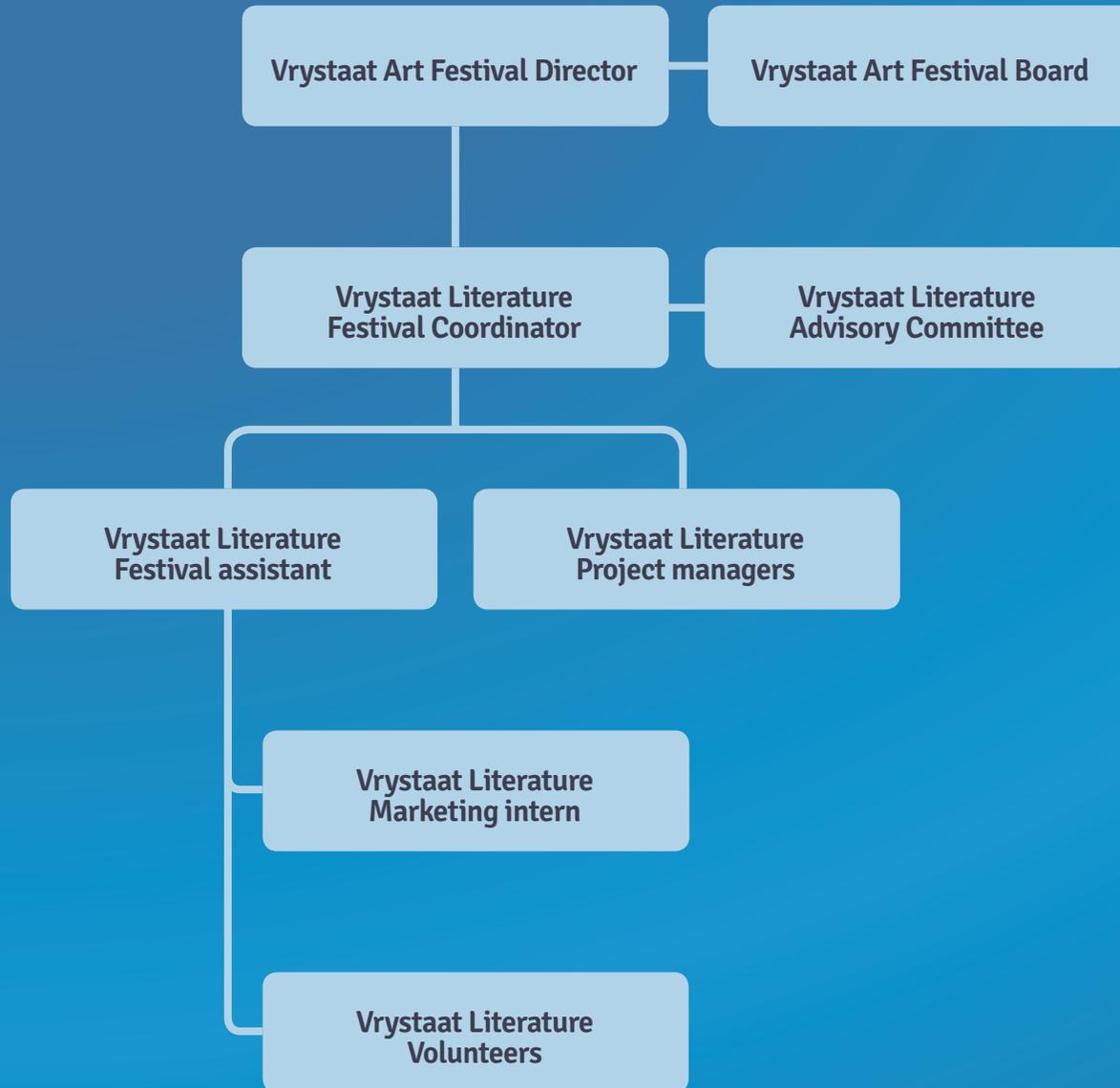
7.3. GOAL 3 LANGUAGE – We present a multilingual program

Strategy	Key activities	Priority	Timeline	Responsibility
We support all South African languages	Invite writers who represent the languages of the province – Afrikaans, Sesotho, and English	1	Annually	Literature festival coordinator and assistant
	Present writing workshops in Afrikaans, Sesotho, and English	1	Annually	Workshop facilitators
	Invite writers who represent the other South African languages, including isiZulu, isiXhosa, and First Nations languages	2	Oct-March	Literature festival coordinator and assistant
We support inter-national languages	Invite international guests who represent other languages, including Dutch, German, and French	3	Oct-March	Literature festival coordinator

7.4. GOAL 4 ACCESSIBILITY – We make literature accessible to diverse audiences

Strategy	Key activities	Priority	Timeline	Responsibility
We make literature accessible to diverse audiences	Present events for various age groups (including toddlers, school learners, teenagers, students, and the elderly)	1	Annually	Literature festival coordinator and assistant
	Partner with local institutions including NALN and SLM	2	All year round	Literature festival coordinator and assistant
	Partner with local libraries, including Public Library and the UFS library	4	All year round	Literature festival coordinator and assistant
We support multiple languages	Present events and performances in multiple languages	1	Annually	Literature festival coordinator and assistant
We develop digital writing platforms and creative tools	Develop projects that involve digital/new media writing	2	Jan-July	Literature festival coordinator and assistant

8.1. MANAGEMENT PLAN



8.2. ROLE OF ADVISORY COMMITTEE

The Vrystaat Literature Festival is supported by an advisory committee comprising personnel from various faculties from the University of the Free State, as well as the broader community. The purpose of the committee is to ensure widespread participation in the literature festival from all university communities, including students and staff, as well as to ensure the sustained success of the festival. Besides university staff, key community members, such as representatives from NALN and the Bloemfontein reading community, also serve on the advisory committee.

Members of the committee include the following departments, faculties and community organisations:

- Humanities (Departments of Afrikaans, Dutch, German and French; English; Philosophy; & African Languages)
- Law
- Medicine
- Architecture
- Agriculture
- Theology
- NALN

The advisory committee also offers guidance and direction regarding:

- Advising on strategic plans
- Assisting with generating leads for fundraising
- Promoting the festival to the university community, in particular, and the broader community in general
- Assisting with stakeholder relations, whether industry, corporate, or government

9.1. RISK RATING

Likelihood	Insignificant	Minor	Moderate	Major	Catastrophic
Almost certain	High	High	Extreme	Extreme	Extreme
Likely	Moderate	High	High	Extreme	Extreme
Possible	Low	Moderate	High	Extreme	Extreme
Unlikely	Low	Low	Moderate	High	Extreme
Rare	Low	Low	Moderate	High	High

9.1. RISK MANAGEMENT PLAN

Risk	Probability	Impact	Risk rating	Mitigation
External risks				
Funding not secured	Possible	Major	Extreme	Continue development of partnerships, alternative funding and revenue streams
Economic downturn	Likely	Moderate	High	Provide flexible ticketing options to patrons
Venue not available	Unlikely	Major	High	Develop relationships with multiple venues
Lack of participants	Unlikely	Moderate	Moderate	Work closely with publishers and independent publishing houses, the university, and writers and poets
Artistic risks				
Quality of publications do not meet the festival's requirements	Unlikely	Minor	Low	Detailed research of newest publications and develop relationships with all SA publishing houses
Diversity of participants limited	Possible	Moderate	High	Augment program with other events etc. to ensure diversity
Financial risks				
Rising core and production cost	Possible	Moderate	High	Diligent and realistic budgeting
Loss of sponsorship	Possible	Moderate	High	Prospect a broad range of possible sponsors
Inability to meet budgets	Likely	Major	Extreme	Constant monitoring of budget. Adjust to actual financial circumstances
Management and operational risks				
Job dissatisfaction	Rare	Moderate	Moderate	Clearly defined job descriptions
Loss of information	Unlikely	Major	High	Annual review of IT systems and following best practise in archiving

10. SWOT ANALYSIS

STRENGTHS

1. Dedicated staff members with experience in coordinating literary festivals, programs, and events
2. Established relationships and partnerships with national and international sponsors and funding bodies, as well as numerous South African publishing houses
3. A need or demand exists for a literary festival in South Africa's central region
4. The setting of the festival, in Bloemfontein and at the UFS, ensures a central location for participants and attendees
5. The enthusiasm of key staff members to be innovative, to question and broaden what a literary festival can be or should look like
6. The continued use of the Centenary Complex as the venue for the ATKV-Boeke-oase
7. The continued and sustained support and collaboration of the UFS and the Vrystaat Arts Festival
8. Key knowledge of the local culture and customs
9. Multilingual staff members who can engage with multiple communities

WEAKNESSES

1. Limited operational funding and current lack of government and corporate funding opportunities
2. More audience development is needed to increase the diversity of the literature festival audience
3. Not enough staff to grow the scope of the program

OPPORTUNITIES

1. Audience development and improved and expanded reading culture in the province
2. Collaboration with national and international festivals, bodies and institutions
3. Networking opportunities for local and national writers and poets with international counterparts
4. Expand the program components and innovate what a traditional literature festival is thought to present and provide
5. Present multilingual programming which would contribute towards social cohesion
6. Establish Bloemfontein as a UNESCO City of Literature

THREATS

1. Ticket prices too high for potential audiences to afford
2. Writers or poets unwilling to travel to Bloemfontein
3. Festival patrons not interested in attending the festival or in the program components on offer
4. Insufficient funding procured to run the literature festival
5. Audience expectations regarding the perceived components a literary festival should present
6. Current political climate



ADDITIONAL FUNDING OPPORTUNITIES

	2019	2020	2021	2022	2023
Sol Plaatje Day/Celebration	R 25 000,00	R 27 500,00	R 30 250,00	R 35 000,00	R 38 500,00
Creative Writing Commission/Prize	R 100 000,00	R 110 000,00	R 115 000,00	R 120 000,00	R 125 000,00
New Poetry Commission/Prize	R 100 000,00	R 110 000,00	R 115 000,00	R 120 000,00	R 125 000,00
School Learners Outreach Program	R 30 000,00	R 33 000,00	R 36 000,00	R 40 000,00	R 44 000,00
Qwa-Qwa Writing Workshop Program	R 40 000,00	R 44 000,00	R 48 500,00	R 54 000,00	R 60 000,00
Residency Program	R 100 000,00	R 110 000,00	R 120 000,00	R 132 000,00	R 145 000,00
Writer's Conference (biennial)		R 300 000,00		R 300 000,00	
Writing Laboratories (biennial)			R 300 000,00		R 300 000,00
International engagements	R 60 000,00	R 66 000,00	R 73 000,00	R 80 000,00	R 88 000,00
Script development projects	R 70 000,00	R 77 000,00	R 85 000,00	R 94 000,00	R 103 500,00
TOTAL	R 525 000,00	R 877 500,00	R 922 750,00	R 975 000,00	R 1 029 000,00



Daniel Plaatje (left) introducing Prof. Francis Petersen (right) Rector and Vice-Chancellor, University of the Free State presenting the Sol Plaatje lecture (2018).

The Vrystaat Literature Festival is one among nine other similar festivals presented throughout South Africa and in nearby Maseru, Lesotho. The following list elaborates on these festivals, including their dates and main objectives. The Vrystaat Literature Festival is unique since we are the only such festival with a First Nations protocol, and whose programming is multilingual and inclusive by design. The festival involves both local language communities and international participants, and we host various workshops and seminars, for established and emerging writers and poets, in three languages. Lastly, we work closely with key language institutions, including the Afrikaans and Sesotho Museums, to reach diverse audiences and to make South African literature available to all.

AARDKLOP

Dates: 24-29 September 2019

ABOUT: Aardklop is an annual South-African arts festival held in Potchefstroom.

The Aardklop National Arts Festival began in 1998. The festival includes, although not exclusively, Afrikaans theatre, music, cabaret and children's theatre. Festival attendees can also look forward to an extensive discussion series focusing on agricultural and current affairs. Book discussions, visual arts presentations and a wide variety of exciting experiences also form part of the festival's comprehensive program.

ABANTU BOOK FESTIVAL

Dates: 5-8 December 2019

ABOUT: The first Abantu Book Festival was held in 2016. At the annual festival, African writers and readers celebrate a rich and diverse African literary heritage, held annually in Soweto.

Over four days, the best poets, novelists, playwrights, biographers, children's writers, literary scholars, musicians, actors, activists, thinkers, and readers from as far as can be imagined, transform the historic location of Soweto into a literary village.

Books are the central medium of the festival. Additionally, an extensive programme, which includes poetry and musical performances, writing and publishing workshops, panel discussions and in-conversations, dance, as well as film-screening are woven into the mix.

BA RE E NE RE LITERARY ARTS

Dates: 13 January 2018

ABOUT: Translated from Sesotho, the phrase *Ba re e ne re* means "They say it was said that..." This phrase is a Basotho equivalent to "Once upon a time..." and is the way numerous Sesotho folktales begin.

Ba re e ne re is an organization intended to enrich the lives of the Basotho people by promoting initiatives that support increased literacy, encourage creative writing and aid artistic exchange between creative practitioners in Lesotho, Basotho people living outside of Lesotho and creative practitioners from other cultures. Through these connections, Basotho writers are able to share the unique stories Lesotho has to offer with local and international audiences.

Ba re e ne re Literary Arts make valuable contributions to the literary arts and educational landscapes in Lesotho by providing Basotho with tools and platforms for creative expression. Through the efforts of Ba re e ne re and partners, Basotho will gain increased literacy and exposure to African literary content. And in addition, strong connections will be made between creative practitioners in Lesotho and abroad.

FRANSCHHOEK LITERARY FESTIVAL

Dates: 17-19 May 2019

From the Friday to Sunday during the third weekend in May, preceded by the Book Week for Young Readers ABOUT: The Franschhoek Literary Festival (FLF) is a non-profit organisation established in 2007 with the following objectives:

1. Bringing together a broad cross-section of mostly South African writers and a few popular international authors
2. Inspiring, delighting, informing and challenging audiences
3. Fundraising for local community and school libraries, through the FLF Library Fund

The emphasis is on informal discussions and spirited debates between several writers with a chairperson, or one-on-one conversations and occasional talks.

Fringe events include writing workshops and discussion groups, the Poetry for Life finals, theatre performances and contemporary and classical music concerts.

GRAHAMSTOWN WORDFEST

Dates: 27 June to 7 July 2019

ABOUT: Every year, during the National Arts Festival in Grahamstown, the Rhodes University hosts the acclaimed Wordfest. This event aims to promote word-arts in all modern, innovative and creative forms.

The festival aims to foster a reading and writing culture in South Africa, particularly in the African languages. The programme comprises more than 100 activities, including book launches, lectures, school developmental projects, seminars and workshops, exhibitions, performances and open mic sessions.

JOZI BOOK FAIR

Dates: 30 August to 2 September

ABOUT: The overall objective of the Jozi Book Fair is to provide a visible public platform where key social partners can come together and promote a culture of reading and writing. These social partners are:

1. Readers from the general public, and specific communities within this broad public
2. Book clubs
3. Writers and authors, in particular emerging new writers
4. Small, emerging and indigenous language publishers

KLEIN KAROO NASIONALE KUNSTEFEEES

Dates: 21-27 March 2019

ABOUT: The Klein Karoo Nasionale Kunstefees (KKNK) is an Afrikaans language arts festival that takes place yearly in Oudtshoorn. The festival includes both the visual and the performing arts and is officially recognized by the South African government as a national arts festival.

Based on the number of visitors, it is also the largest South African arts festival.

Festival attendees can join in daily discussions with writers in various genres regarding their latest publications at the *ATKV-Boeke-oase*.

OPEN BOOK FESTIVAL

Dates: 4-8 September 2019

ABOUT: An annual literary festival, held in Cape Town over a period of 5 days, and comprising more than 100 events and featuring more than 100 authors.

There are four key elements to the Open Book vision:

1. To be an international festival, attracting writers and audiences from around the globe
2. To showcase the best of South African writing
3. To significantly contribute towards a culture of reading among the youth of Cape Town
4. To attract diverse audiences to all festival events

Highlights include *#CocreatePoetica* and the Open Book Comics Fest, comprising highly talented poets and comic book artists.

US WOORDFEES

Dates: 6-15 Maart 2020

ABOUT: The US Woordfees is one of South Africa's largest visual and performing arts festivals and hosts over 500 performances and events with the sole aim of reminding us of the incredible ingenuity, inspiration, creativity and resourcefulness of the human spirit.

THANK YOU

CORNELI VAN DEN BERG

Literature Festival Coordinator

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FREE STATE
UNIVERSITEIT VAN DIE
VRYSTAAT
YUNIVESITHI YA
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ATKV-Boeke-oase (outside) at the Centenary Complex, UFS.