



Book Fair Australia



A FESTIVAL OF BOOKS

POST-EVENT REVIEW

2023



@bookfairaus

About us



What is Book Fair Australia?

Book Fair Australia is a literary festival that celebrates stories of all genres.

We welcome traditionally and independently published authors alike to share their diverse range through dedicated stalls, discussion panels, workshops and more. A thrilling weekend fit for any book lover, come by with friends and family to get your books signed and explore a world of storytelling right in Sydney.

The team at Book Fair Australia commit ourselves to bringing the fun back into a timeless hobby through engaging with local authors, focusing on our love for books, and connecting readers and writers.

\$88k+
of books sold



The 'Why' of Book Fair Australia

At the end of the day, we're all about putting book fans first while providing a platform to local traditional and independent authors.

Australian literature is dwarfed in the literary world compared to giants like America and the UK. There remains a gap in publicity and attention, not only for traditionally published Australian novels, but especially independently published works too. And this isn't only about the industry and sales, but connecting to our local audience.

Book Fair Australia aims to join creators and readers, and someone just as well could be both! We believe that taking a step to bring local booklovers together will enable Australians to recognise their place in a wide world of books.

Who is involved in the making of Book Fair Australia?

The group behind it all is a team of volunteers who love writing, reading, friends who write and read, or all of these! We bring combined professional experience from publishing, project management, journalism, public relations, software development and administration to our work.

"Book Fair was a great event and it was so good to meet new indie authors."

Our CEO & Founder is Ivana L. Truglio who is an indie author herself. She owns and runs a publishing company and has exhibited in various conventions since 2015. She worked in multi-national publishing companies for eleven years, learning all the tricks of the trade. In her spare time, Ivana loves playing board games and fencing with her entire family where they poke each other (gently) with swords.

The core of Book Fair Australia is all our exhibitors from authors to book merchandise vendors, publishers and printers. We collaborate with traditional and independent authors to publicise their attendance at the festival and ensure they are ready before and during the exhibiting weekend so they can make the most of the experience.

Event Location: Hall 5, Sydney Showground, Sydney Olympic Park



Exhibitors



Exhibitors **145**

"Very good lay out and spacing, excellent idea to have a central children's area"

"Loved BFA"



98 Authors



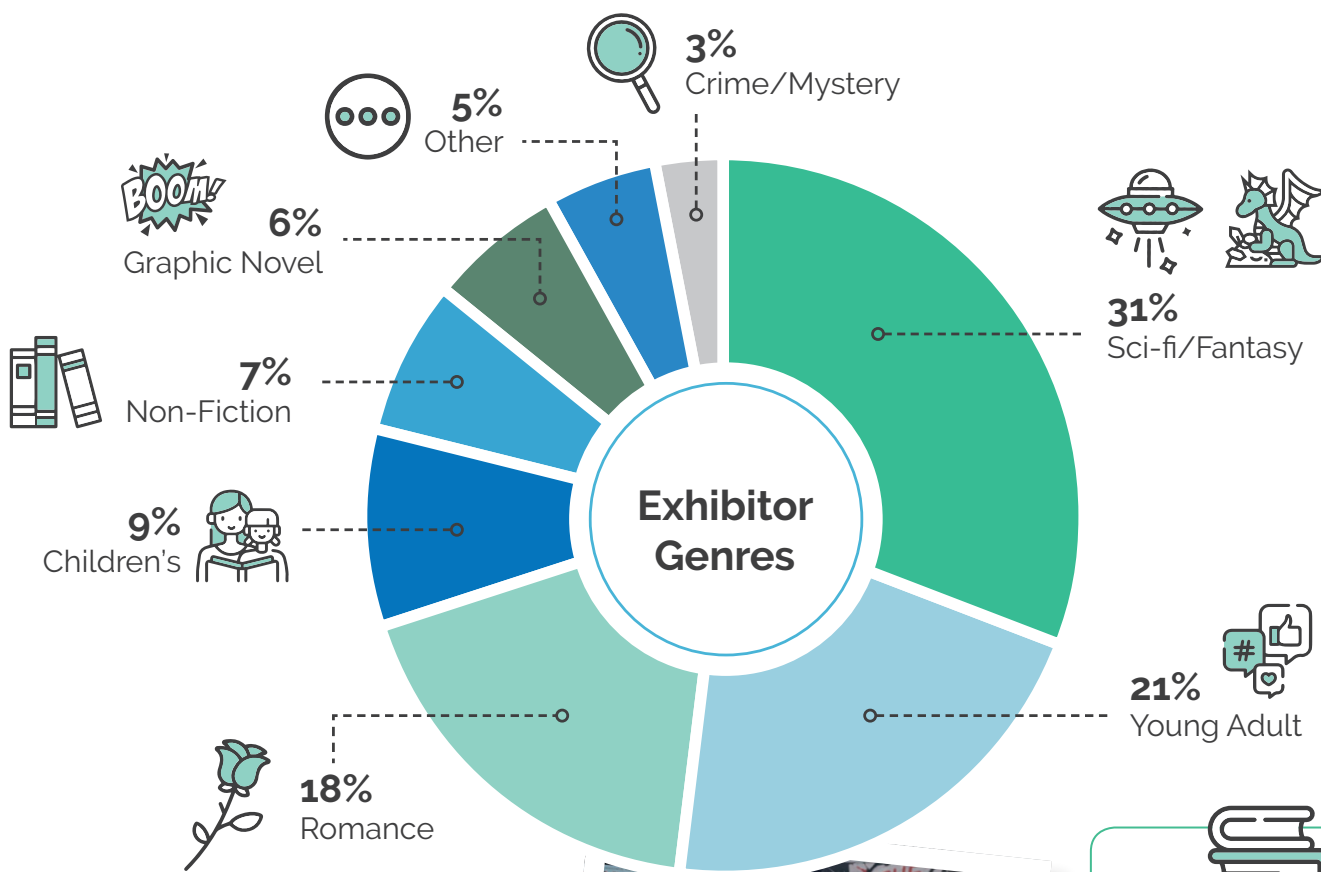
28 Vendors



6 Sponsors



13 Guests



78% of survey respondents are **likely** or **highly likely** to recommend exhibiting to other people in 2024.



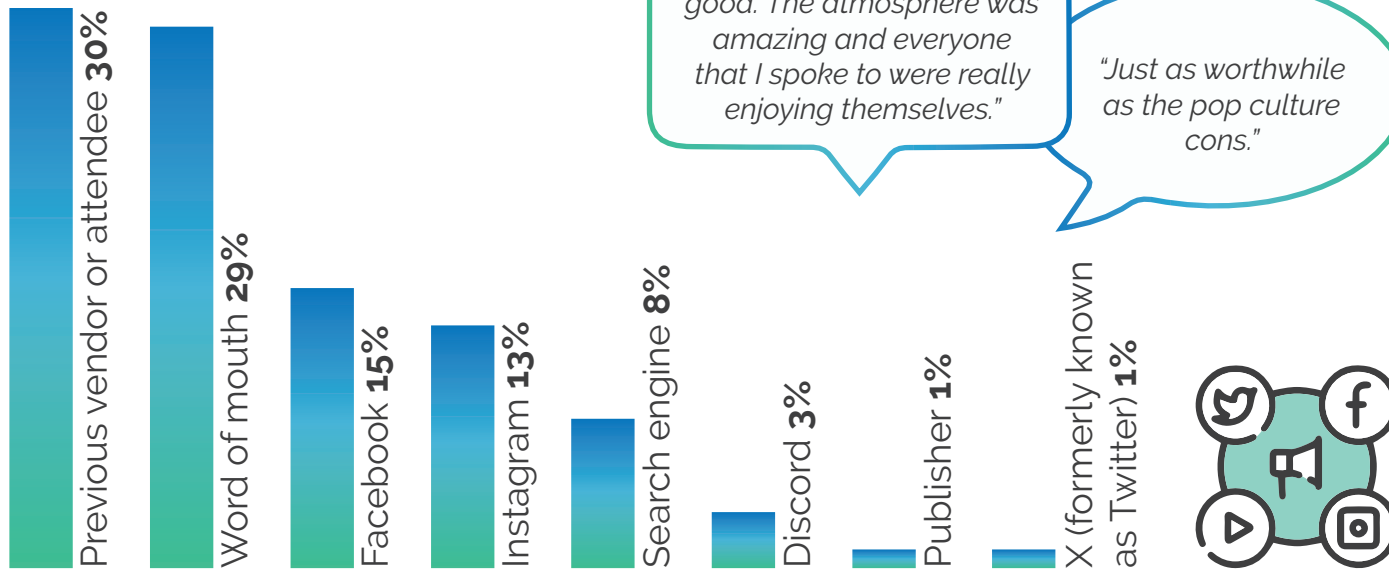
500+ unique titles available across all exhibitors and guest authors.



Exhibitors...continued

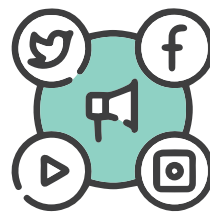


Where did they hear about us?

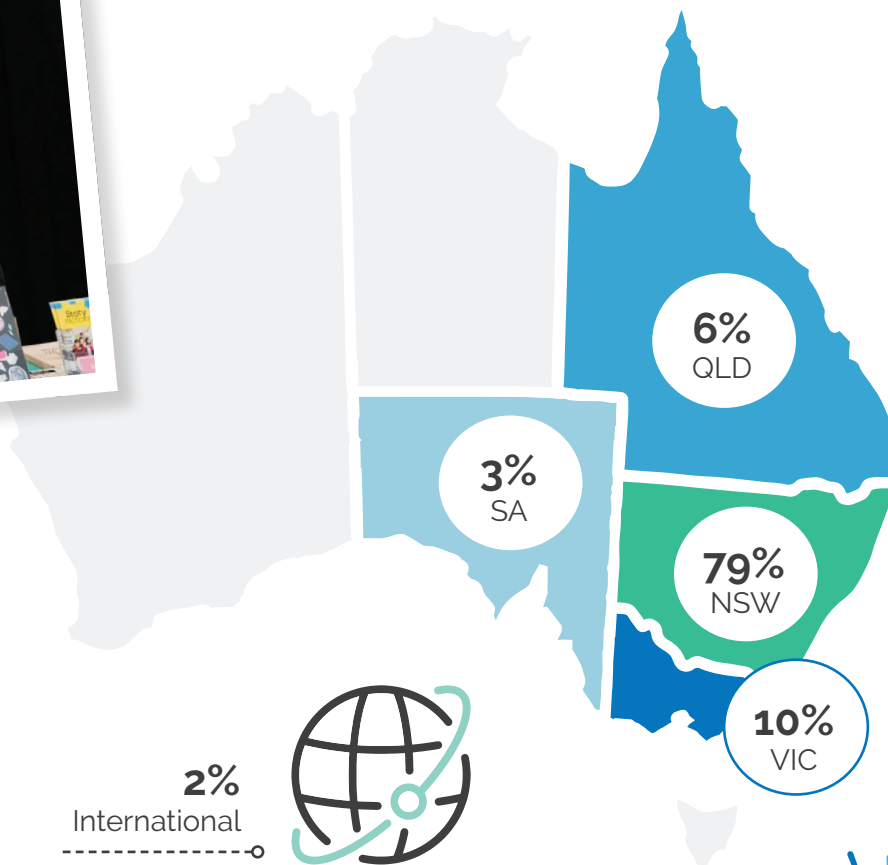


"This event was really good. The atmosphere was amazing and everyone that I spoke to were really enjoying themselves."

"Just as worthwhile as the pop culture cons."



Where did they come from?



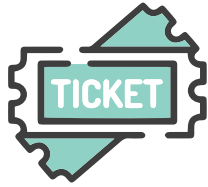
"Loved BFA. Will continue to improve with experience, but definitely better than Supanova or OCC in terms of having attendees coming specifically for books. Had a better CS experience than RARE"



Attendees



85%
Adult tickets
up 2%
from last year



15%
Children tickets
down 2%
from last year



17%
Weekend (& VIP)



83%
Single Day



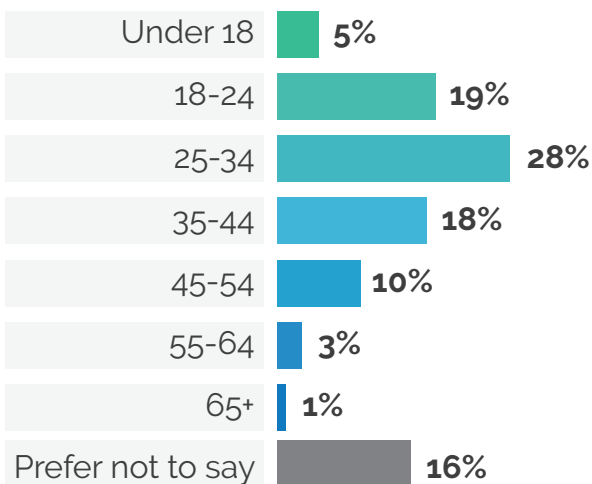
\$136.80

Approx spend per adult attendee
(excluding ticket price)

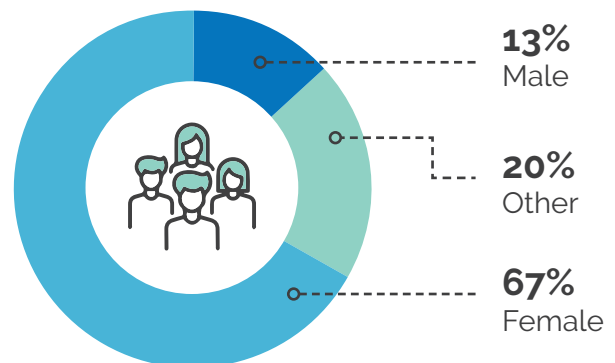


Ticket sales up **25%**
from 2022

Age of person buying ticket



Gender



"Bookfair was so much better than Supernova, in regards to space and layout. There was more room to move around and not feel so crushed by people. It was thoroughly enjoyable. Thank you so much for a great event and I look forward to the next one!"



87% of survey respondents are **likely** or **highly likely** to attend 2024 event.



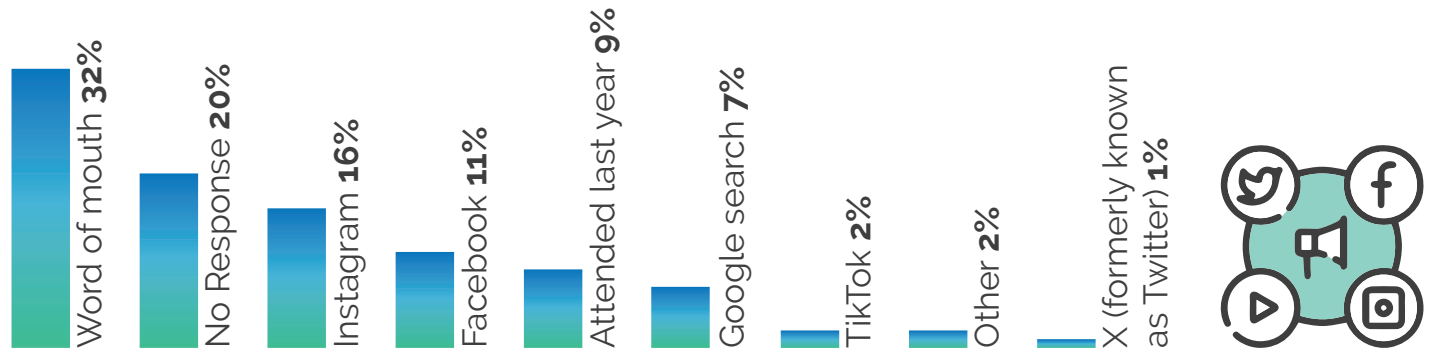
"everyone at the Book Fair was amazing and friendly, and it definitely felt like a safe space"



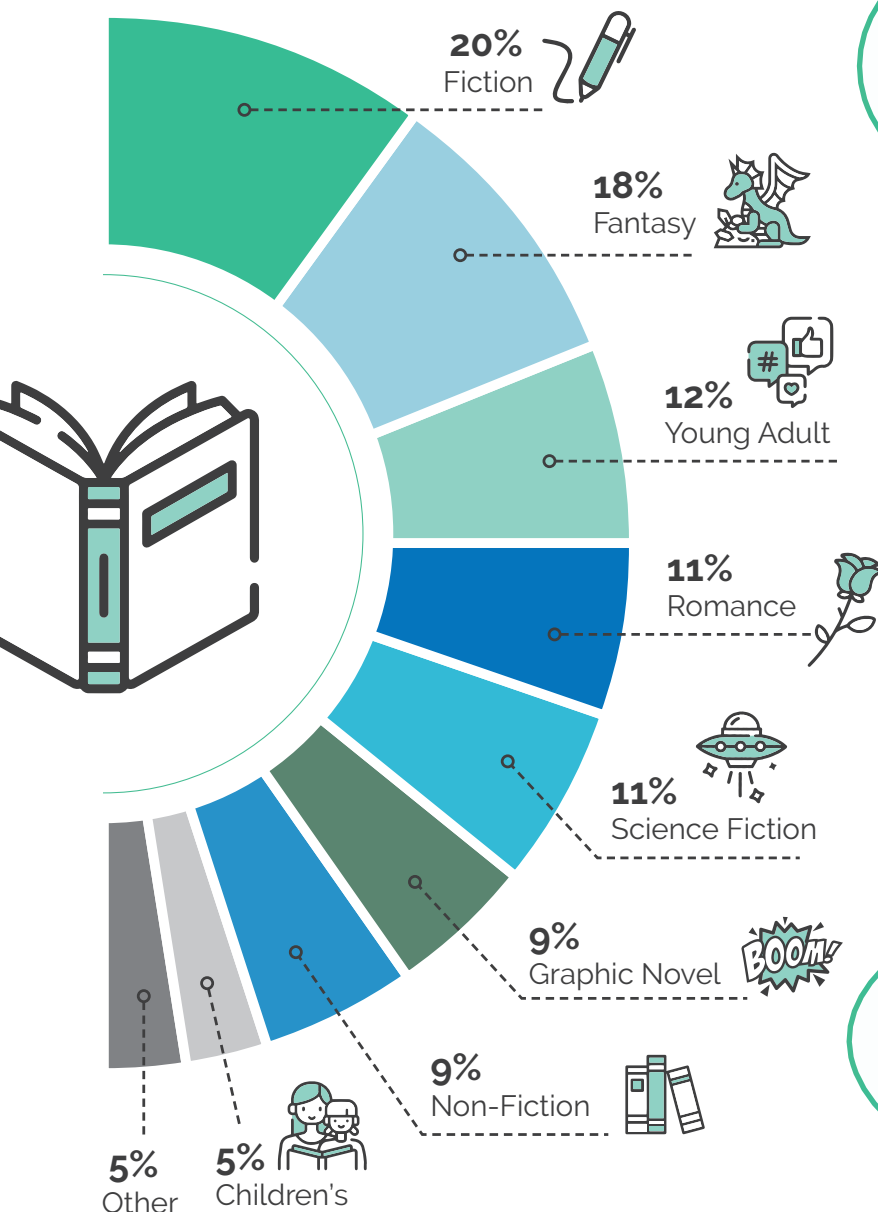
Attendees...continued



Where did attendees hear about us



What our attendees read



"I went to Canberra Oz Comic-Con, but thought that Book Fair Australia was far better prepared and organised, and more what I was looking for from an event."



"It was great"

"The environment/ atmosphere was enjoyable as well as the event being easy to navigate :)"

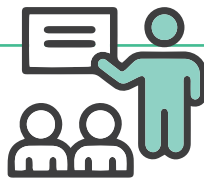


Panels and workshops



10
panels

Approximately
400
viewers



10
workshops

136
attendees

"It was great to have a dedicated event for all genres. The staff are great, the vibe is excellent, and it was so lovely to be a part of it all."

"100 times better"



6
Children's
reading corner
stories



\$308.80

Raffle money raised for
Indigenous Literacy Foundation

"I loved that BFA was more book focused and also easy to navigate compared to other events"



Location



Sydney Showground is an award-winning venue, supported by a team of dedicated professionals experienced in delivering a wide range of events to an exceptional standard.

Conveniently serviced by bus, train and ferry services, the site was purpose built for the 2000 Sydney Olympic Games and has been designed to cope effortlessly with high volumes of visitors.

Located just 20 minutes from the CBD, attendees, exhibitors and sponsors can enjoy the delights of Sydney Harbour after a fun-filled day at Book Fair Australia!

