



Book Fair Australia



A FESTIVAL OF BOOKS

Presented by



Book Addiction
bookaddiction.com.au

POST-EVENT REVIEW

2024



@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.

At Book Fair Australia we 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.

\$129k+
of books sold



The 'Why' of Book Fair Australia

We're all about putting book fans first while providing a platform for 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. 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 is an amazing, family friendly experience with literature to love for all ages and readers. With kids activities, panels and workshops that run all day plus all the beautiful books and book related items to shop, it's impossible to be bored!"

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.

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 **194**

up 33.8% from last year

It's exciting to see the event growing! I LOVED that there was a bubble tea truck, I felt like more people came this year.

It was hard work but so amazing.



118
Authors



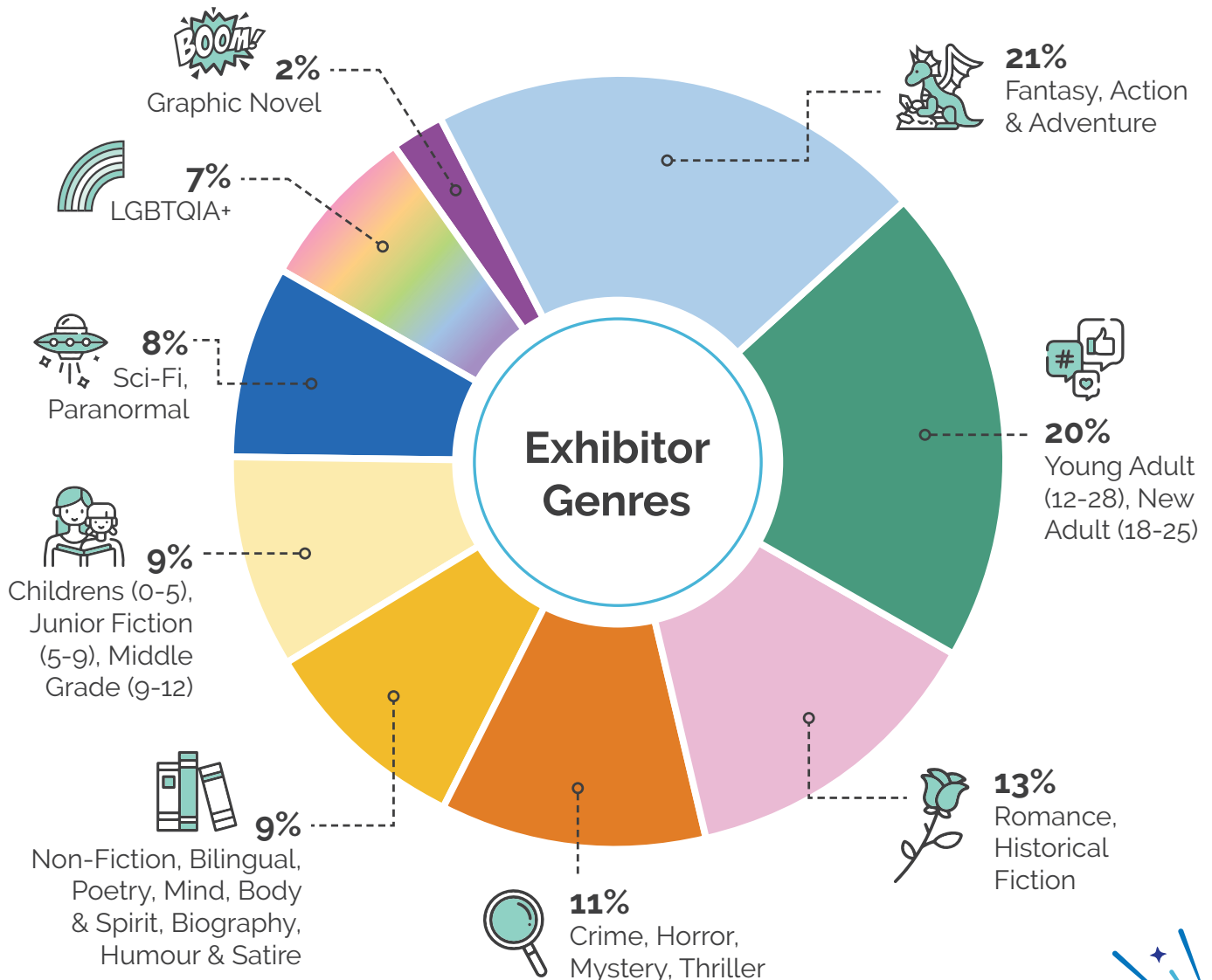
51
Vendors



5
Partners



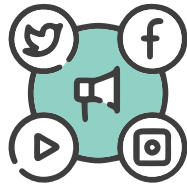
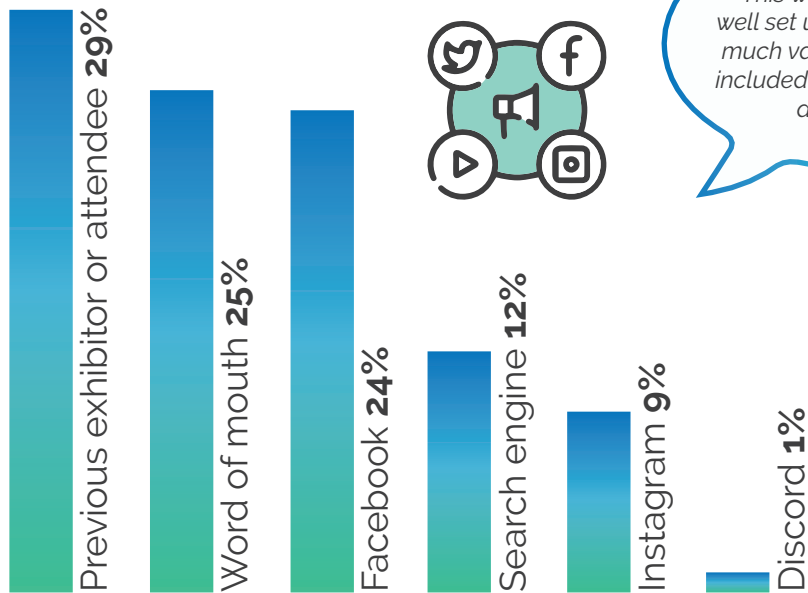
20
Guest Authors



Exhibitors...continued



Where did they hear about us?

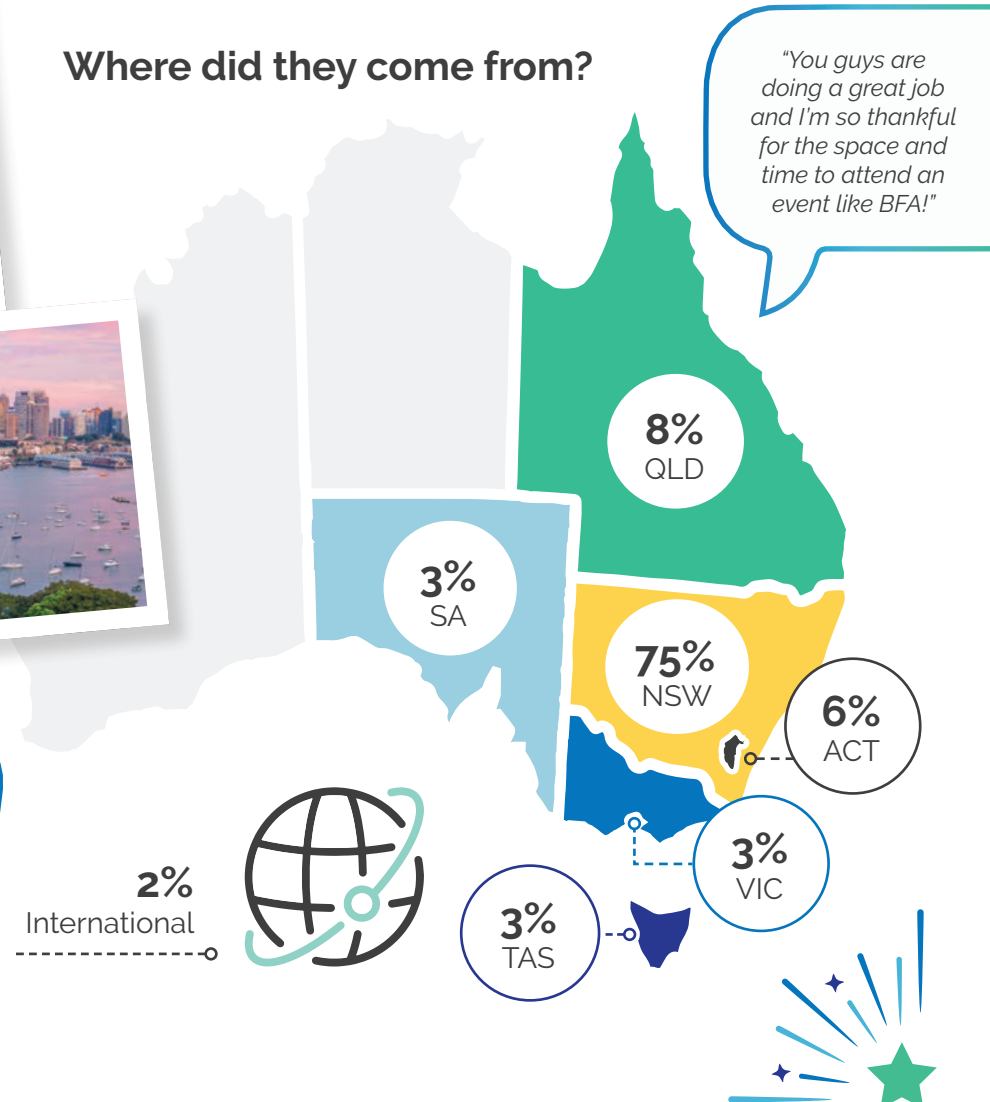


"This was an extremely well set up show, it had so much variety and it really included everyone's tastes and styles."

Nothing could have been done better to make the experience better, everything was amazing. Annie was an incredible MC.



Where did they come from?



"You guys are doing a great job and I'm so thankful for the space and time to attend an event like BFA!"

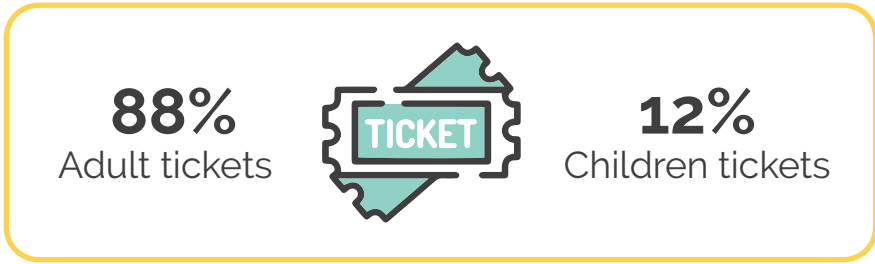
I loved the event! So good!



I think everything was very well run, easy to follow and understand. Pricing was manageable for myself as a vendor and my son as an indie author.



Attendees



19%
Weekend (& VIP)



81%
Single Day

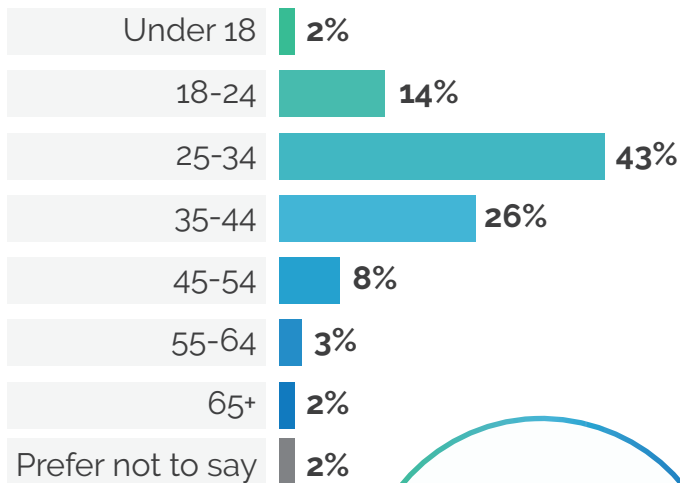


\$155.28
Approx spend per adult attendee
(excluding ticket price)

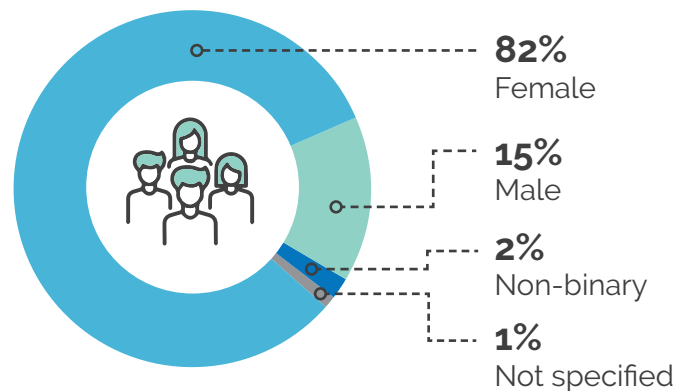


Ticket sales up
19% from 2023

Age of person buying ticket



Gender



"Best weekend of my life ever"

"I loved Book Fair Australia! It was amazing to meet all the authors, listen to the panels, and see (buy) all the bookish things. I cannot wait to go back!"

"Book Fair Australia felt like coming home to a family that loves books! Wandering around with those who love the same books as you and chatting with authors directly about their process is such a fun and unique opportunity. 5 stars!"



81% of survey respondents are **likely** or **highly likely** to attend in 2025..



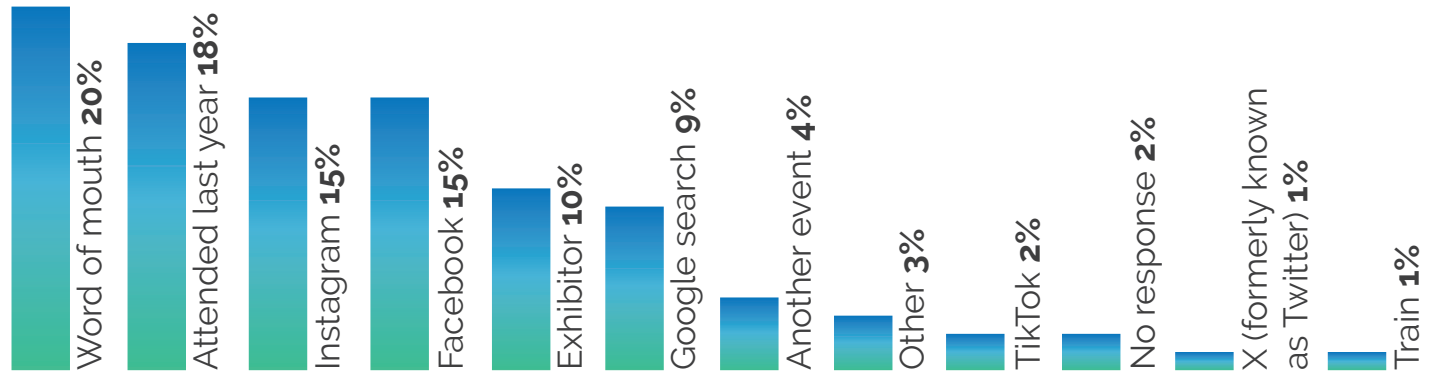
"One of the best book events to go to. I love how easy it is to chat with all the authors. Such a fun experience that gets better and better every year!"



Attendees...continued



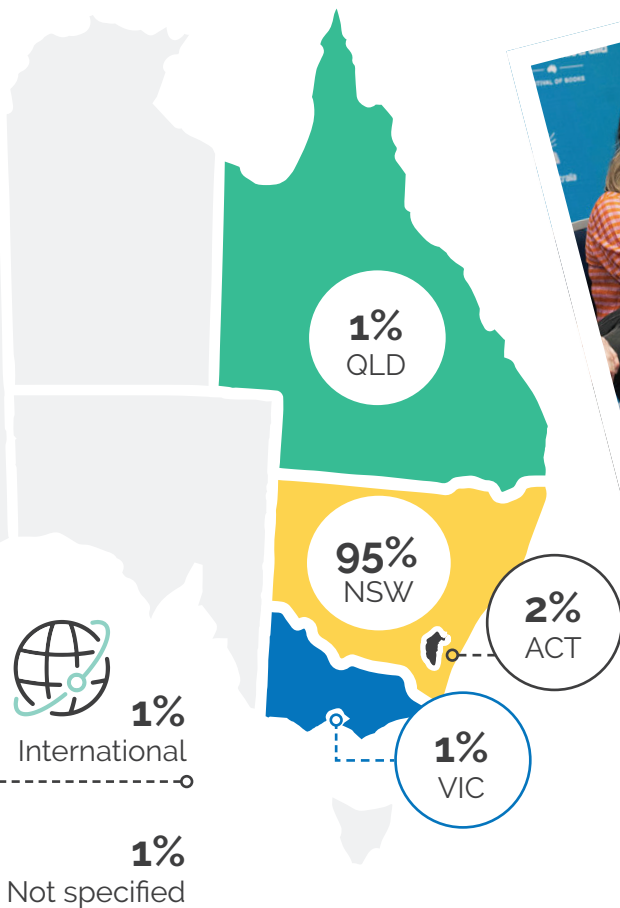
Where did they hear about us



"The Book Fair Australia was such an awesome event. I would definitely recommend it to anyone who loves books and can't wait to go again next year."

"Definitely worth a visit, loved everything bookish, and of course all the best people were happy to talk about books and writing, a great experience, can't wait until next year."

Where did they come from?



"Such a wonderfully amazing experience as a book reader to be able to immerse myself in an event solely focused on books and anything related to them!"



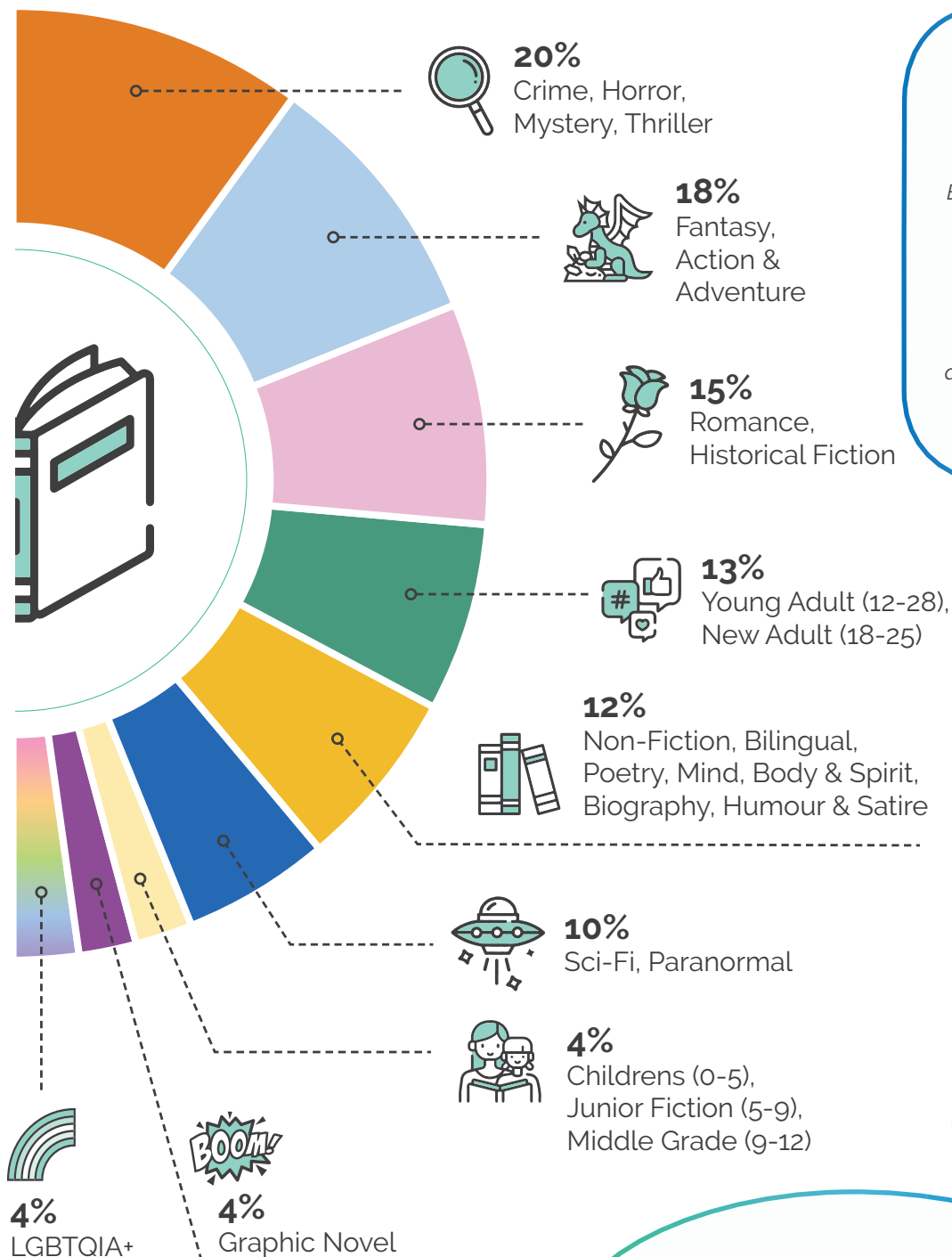
"This book fair gets bigger and better every year. I would highly recommend this opportunity to meet all the wonderful authors. Plus all the other wonderful exhibitors."



Attendees...continued



What our attendees read



"This was my first Book Fair Australia (2024) and I can't believe I missed out on the previous two! I had so much fun, the atmosphere was so delightful. Everyone was lovely, from the public to the vendors themselves. It was so delightful to be surrounded by so many like-minded people. As an aspiring writer, this event was also incredibly valuable with so much information available and so many authors willing to share their journey! 10 out of 10. I won't miss the second one!"

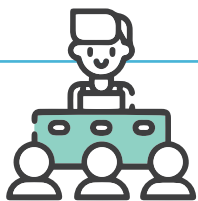


"Book Fair Australia is a place where you can discover and support Indie authors. You can also find affordable, creative and bookish gifts. It has a nice community vibe where people are encouraged to dress up and can engage with professionals or well-known authors."

"Book Fair Australia has a little bit for everyone, regardless of how much you can spend. Most authors are happy for a chat, to share their worlds, and can sign up for some free stories, or collect QR codes, bookmarks etc to look them up later. It was a fun couple of days."



Panels and workshops



20
panels

Approximately
600
viewers



5
workshops

39
attendees

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Keep doing what you're doing :)



11
Children's
reading corner
story times



\$421.60

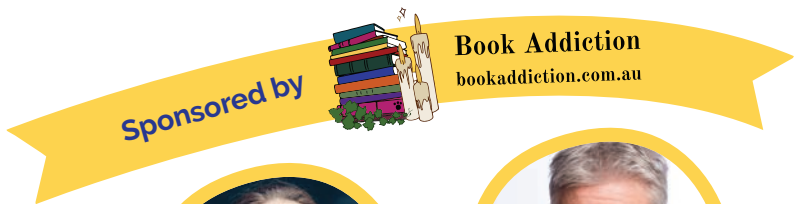
Raffle money raised for
Indigenous Literacy Foundation

It was all very well done

"I have been going since year one. It is going bigger and better! Love the panels, the chance to get all the bookish merchandise, meeting like minded people!"



Guest Authors



Amie Kaufman



Shaun Micallef



Stacey McEwan



Alison Goodman



Anna Downes

"This was my first Book Fair and I had a great time! I bought some books that I'm really excited for and met authors that I knew from the online book community and others I didn't know but look forward to supporting. I will definitely be coming again next year!"



Ashley Kalagian Blunt



Astrid Scholte



Carla Fitzgerald



Christof Bogacs



"This was such a fantastic weekend! I left with sore shoulders from carrying all my books, but I discovered so many new authors. It was great to chat to authors and vendors one on one. I will absolutely be back next year!"



Isobelle Carmody



Jeremy Lachlan



Jess Kitching



Kate Forsyth



Katie Shammas



Maria Lewis



Mawunyo Gbogbo



Michael Mohammed Ahmad



Stephen Kok



Winnie Dunn



Partners



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BRONZE PARTNERS



BETTER READ
THAN DEAD
est. 1996

BOOKSELLER PARTNER





Photos by Helene Cochaud