



VFA Strategic Plan

2022/3 — 2023/4

vfa

Victoria Festival
of Authors

Strategic Context – About the Victoria Festival of Authors

The Victoria Festival of Authors takes place on the unceded traditional territory of the Lekwungen-speaking people. We recognize with deep gratitude the privilege of living, working, learning and creating as visitors on these lands, and are committed to doing our work in the spirit of reconciliation and with humility.

The Victoria Festival of Authors (VFA), formed in 2015, is a successor to the Victoria Writers Festival (2012–2014). The VFA was incorporated as a society in July 2016, and the inaugural festival was launched in September of that same year. Every year since, VFA has expanded the depth and breadth of its programming, inviting writers from Vancouver Island and beyond to share their works with our community of readers.

Our annual festival is a celebration of ideas to recharge our imaginations. From politics to poetry, science to music, history to thrillers, we celebrate the richness of Canada's literary community, and are passionate about providing a welcoming, respectful and comfortable environment for all.

While this strategic plan sets out the vision, values and goals to guide the festival through to 2023/24, it is intended as a living document, and will be renewed and refreshed annually.





VISION

A world in which the literary diversity of our region, and of Canada, contributes to the creation of a vibrant, empathetic, inclusive and respectful culture of writers and readers.

MISSION

The Victoria Festival of Authors is a dynamic festival that celebrates the wide range of literature from our region and beyond, and strives to provide engaging and enriching experiences for readers, writers and the general public.

Organizational Values:

Respect: VFA demonstrates respect for our authors, our audience, our partners and each other, and conducts all our operations with professionalism and sensitivity.

ACCESSIBILITY

VFA is committed to removing participation barriers for our authors and audience, whether they are financial, geographic or related to disability.

OPENNESS

VFA welcomes diverse voices in our authors and in our audience, and embraces different perspectives and opinions. We are curious and adaptable learners.



Goals and Strategies

1. Promote the literary arts in BC and Canada

- Our festival fosters awareness of the local, regional, and national writing community through its celebration of Canadian literature by:
 - enhancing and deepening the reach of festival marketing efforts,
 - building relationships and exploring collaborations with organizations within and outside the arts, and
 - exploring opportunities for varied and diverse year-round events and activities.

2. Broaden our audience and advance the public's appreciation of, and engagement with, the literary arts

- Our festival respects and represents the diversity of BC's authors, and is accessible, relevant and engaging for a diverse audience by:
 - working to increase diverse representation on the board,
 - inviting guest curators to bring a range of perspectives to programming, and
 - removing participation barriers for authors and audience members.

3. Enhance the sustainability of the VFA

- Our festival seeks to become strong and consistent by:
 - developing and approving a Board governance manual,
 - establishing and implementing a Board development plan, including skills composition and a succession plan,
 - working toward financial sustainability by diversifying revenue streams, and
 - developing financial and fiduciary expertise within the organization.