

INDIE BOOK AWARDS 2021

For the best Australian books of 2020



About the awards

Established in 2008, the Indie Book Awards celebrate the best Australian writing as nominated and selected by Australian independent booksellers. The awards also recognise and celebrate the role Australian independent booksellers play in promoting and nurturing Australian writing.

Booksellers nominate across six categories – Fiction, Non-fiction, Debut Fiction, Illustrated Non-Fiction, Children’s, and Young Adult – as well as vote for the overall ‘Book of the Year’.

The Awards provide Australian independent booksellers with an opportunity to promote their point of difference, supporting Australian authors and publishers, promoting cultural diversity, and giving informed recommendations and advice to their customers.

The Awards provide local publishers with significant sales and publicity potential for titles that are longlisted, shortlisted, for titles named category winners and for the title named overall Indie ‘Book of the Year’.

Leading Edge Books are proud to coordinate the administration and promotion of the Indie Book Awards.

2021 Guidelines

Nomination & Judging Process

1. Australian independent booksellers are invited to nominate their bookshop’s favourite titles from 2020 (a maximum of 4 titles per category) in the following **categories: Fiction, Non-Fiction, Debut Fiction, Illustrated Non-Fiction, Children’s and Young Adult**
2. One nomination submission per independent bookshop will be accepted. No submissions from online-only or franchisee stores will be accepted.
3. A **Longlist** of 60 titles will be announced on 9th December 2020.
4. A **Shortlist** of 24 titles (4 titles per category) will be announced on 20th January 2021.
5. The Judging panels, each consisting of 4 independent booksellers, members of Leading Edge Books, and 1 Leading Edge Books Support Office staff will read all shortlisted titles and choose what they consider the highest quality title in each category.
6. A **Category Winner** will be chosen in each category based on judges’ rankings.
7. All participating Australian independent bookstores, those taking part in the award nomination process, will be invited to vote for a single book from the 6 category winners as their choice of the overall **Book of the Year 2021**.
8. The **winners of each category and the overall Book of the Year** will be officially announced on 22nd March 2021.

Eligibility

1. To be eligible, books submitted for the Awards should be published between 1 January 2020 and 31 December 2020 and be entirely authored and illustrated by current Australian citizens or permanent residents.
2. Only original editions published within 2020 calendar year will be considered.

3. Eligibility for the Debut Fiction category is limited to authors who have no previous fiction works published in Australia.
4. Poetry, short stories collections and novellas are eligible for nomination.
5. Books can be co-authored or co-created, but all creators, authors and illustrators must be current Australian citizens or permanent residents. Edited collections are not eligible.
6. All works must be in English and have been published in printed book form. Bilingual editions where one of the languages is English are also eligible.
7. All entries must consist entirely of the author/s original work.
8. The majority decision of the judges and Leading Edge Books/its nominee on the interpretation of all Awards rules and conditions shall be final and legally binding and no correspondence will be entered into.
9. Publishers of the 24 shortlisted titles will be expected to contribute \$300 ex GST per title towards the cost of production and distribution of the Shortlist POS.
10. Category winning publishers will be expected to contribute an additional \$550 ex GST per title towards the costs of production and distribution of category winners & overall winner POS.
11. Publishers will be asked to make publicity resources available to Leading Edge, and our designated publicist for the specific purpose of promoting their shortlisted and winning author/s.
12. Authors will be made available for interview and events where possible.
13. Publishers will be expected to provide 6 printed copies of each shortlisted title for judging purposes and for promotions in store and via social media.

Important Information for Authors and Publishers

Promotion & Publicity

Point of Sale and Display materials will be produced and distributed by Leading Edge Books to all participating Australian independent booksellers along with digital assets to share via Social Media.

- **Shortlist POS** - each participating store to receive Shortlist posters.
- **Category winners** and the **Indie Book Awards 'Book of the Year 2021' winner POS** - each participating store to receive a POS kit containing: poster, bookmarks, stickers, shelftalkers and counter cards.

A dedicated multi-stage Indie Book Awards publicity and PR campaign will be run by a freelance publicist, ensuring wider media reach and maximum opportunities for the promotion of longlisted, shortlisted and winning books.

- **National press releases** for the announcement of Awards Longlist, Shortlist, Category Winners and overall Indie Book Awards 'Book of the Year' winner.
- **Local press release** drafted for stores to target their local communities and customers.
- **Social media campaign** to promote longlisted, shortlisted, category winning titles and Book of the Year.

Sponsorship Opportunities

The Indie Book Awards provide publishers, industry bodies, cultural institutions and corporations with an opportunity to be associated with a highly positive industry event - awards which recognise and celebrate the role of independent booksellers, contribute to the positive growth of Australian publishing and to increased sales of locally published titles.

The following sponsorship options are available for the 2021 Indie Book Awards campaign:

- OVERALL INDIE BOOK AWARDS 2021 SPONSOR - \$2000 ex GST (x1), including \$1500 prize money to the Book of the Year winner
- INDIE BOOK AWARDS 2021 CATEGORY SPONSOR - \$1200 ex GST (x6), including \$1000 each prize money to a category winner
- INDIE BOOK AWARDS 2021 PARTNER - \$500 ex GST (multiple)
- INDIE BOOK AWARDS PRINTING PARTNER - acknowledgement on all marketing, media and website
- INDIE BOOK AWARDS MEDIA PARTNER - acknowledgement on all marketing, media and website
- IN-KIND SUPPORT – acknowledgment on Awards website www.indiebookawards.com.au

Partnering with the Indie Book Awards will give your brand exposure in a number of ways:

- Association with a highly positive industry initiative celebrating Australian writing and the role Australian independent booksellers play in its promotion and growth.
- Logo placement, company profile and acknowledgement on the dedicated Indie Book Awards website: www.indiebookawards.com.au
- Logo placement on bespoke Awards marketing collateral and store POS for Shortlist and Winner announcements.
- Acknowledgment throughout the campaign, official press releases and dedicated social media campaign
- Company logo placement on Awards trophy
- Digital Marketing package from Leading Edge Books valued at \$200 ex GST

In addition to the above 2021 sponsorship options, we seek a partner to secure the future of the Awards by providing **an annual grant** towards prize money and covering the costs of running the Awards. Please get in touch if interested in exploring this option.

Indie Book Awards 2021 – Key Dates

Bookstore nominations open: 1st November 2020
 Bookstore nominations close: 30th November 2020
 Longlist announcement: 9th December 2020
 Shortlist announcement: 20th January 2021
 Winner's announcement: 22nd March 2021

Award Enquiries

To find out more about the Indie Book Awards, please visit: www.indiebookawards.com.au

For enquiries and sponsorship opportunities please contact:

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