



Strategy 2030

Our Vision:

A world in which the transformative power of books and ideas is the foundation of an empathetic, inspired and just society.

Our Mission:

We connect people to exceptional books, ideas and dialogue through year-round programming that ignites a passion for words and the world around us.





In 2027, we will proudly celebrate our *40th anniversary*.

What began as a single literary festival on Granville Island in 1987 has evolved into a vibrant, year-round literary presence across Vancouver and beyond. In addition to the week-long October Festival—now one of the largest and most prestigious in North America—the Vancouver Writers Fest presents special events featuring internationally acclaimed authors; the Books & Ideas series on Granville Island; Incite, a free reading series presented in partnership with the Vancouver Public Library; a fully online Digital Festival; the free Writers in the Classroom program for schools; and more. Each year, our programming connects with tens of thousands of voracious readers and curious minds.

Strategy 2030 lays the groundwork for our future growth, setting us up to connect even more people to books and ideas, and help realize our vision.

Our Values

Accessibility

We are committed to listening, learning, and doing the work to make our events safer, more inclusive, and lower-barrier experiences.

Inspiration

We seek out new ideas and new voices, curating events that are insightful and engaging.

Excellence

We are committed to presenting high-calibre literary events, offering thoughtful hospitality, and fostering a supportive work environment.

Collaboration

We engage meaningfully with other organizations and individuals to foster a connected and empathetic community.

Integrity

We uphold the highest standards of transparency, accountability, and integrity in all our actions, and embrace an attitude of learning and humility.



As we continue to curate and deliver inspiring programs, over the next five years we will:

Grow our community and deepen our relationships

We will extend our reach and grow a more engaged community around the literary arts in Canada and beyond.

Tell our story

Invite broader audiences into the full breadth of our work and experiences that inspire, entertain, and ignite a lasting love of books and ideas

Diversify our funding sources

We will cultivate a more balanced and diversified funding base to invest with confidence in future programming.

Strengthen our operational capacity

We will build a stronger, more resilient organizational foundation to support our continued growth and impact.

Build on the
success of *40*
years to set the
stage for the
next 40.

- **Strengthen our relationships with CMHC and our place here on Granville Island**
- **Deepen local community relations and partnerships**
- **Deepen our broader community relationships and partnerships**



- Grow and enhance our membership program
- Expand the digital reach of our Youth and Education program and Digital Festival
- Connect with potential sponsors and in-kind donors in the broader community
- Explore new venues

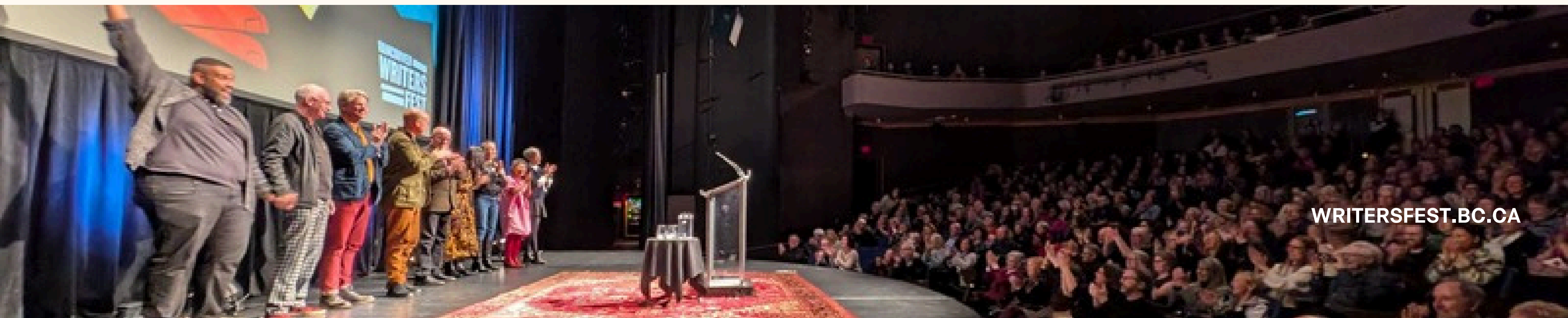


Tell our story
Inviting broader audiences into the full breadth of our work



- **Launch a new brand aligned with our organizational vision**
- **Expand our marketing strategy**
- **Celebrate the 40th!**

- Long-term earned revenue strategies
- Grow the Next Chapter Fund
- Build board's fundraising capacity
- Evaluation and expansion of contributed revenue strategies



Strengthen our operational capacity

Building a stronger, more resilient organizational foundation



- **Explore new spaces and staffing strategies aligned with organizational need**
- **Maintain strong organizational governance**
- **Create and maintain systems, processes and tools to best serve the organization**