

Australian Reading Hour

**A Major Book Industry
Collaboration**

Thursday 19 September 2019

www.readinghour.org.au

Take the time.

On Thursday 19 September 2019, we encouraged all Australians across the country to pick up a book and read for one hour.

Why read?

Reading reduces stress by 68%

Readers of narrative fiction display more empathy

Reading a gripping novel causes positive biological changes to the brain

Reading for pleasure is the most important indicator of the future success of a child

Australian
Reading Hour



19
Sept
2019

Did you know...

A bedtime story six days a week can put kids almost a year ahead when they start school.

Squidge Disley
Mick Scott
Coulter Gihby
Destiny
Hobbs

Meli det bigibig
Karen Manaboug
Meli det bigibig
(Meli det bigibig)

Fun Book
Sally Rippin
Sally Rippin
The Book

funny kid
Matt Stanton
Matt Stanton
Funny Kid

love books!
The Wigzles
The Wigzles
Love Books!

ONLY
\$2.99

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Australian
Reading Hour

Sponsors and Partners



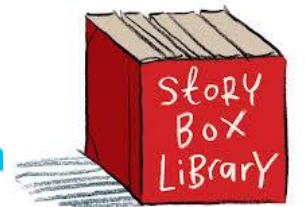
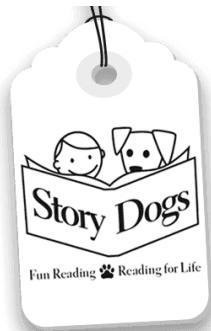
Australian Government
Department of Communications and the Arts

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Services
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Australian Literary
Agents' Association



Australian
Reading Hour



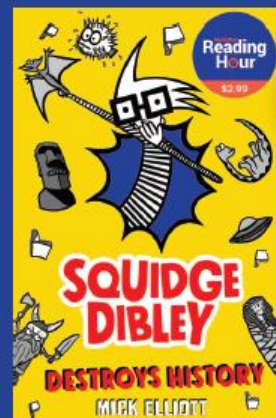
2019 Australian Reading Hour Ambassadors and Books



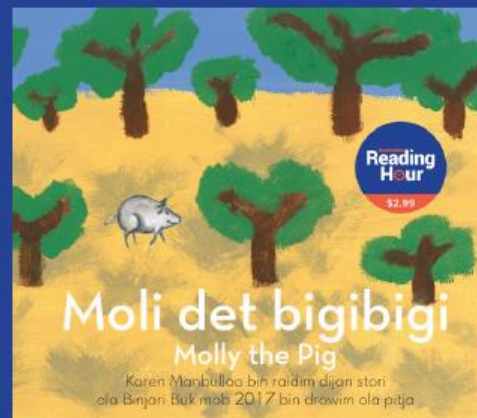
Benjamin Law



Rachael Johns



Mick Elliott
*Squidge Dibley
Destroys
History*



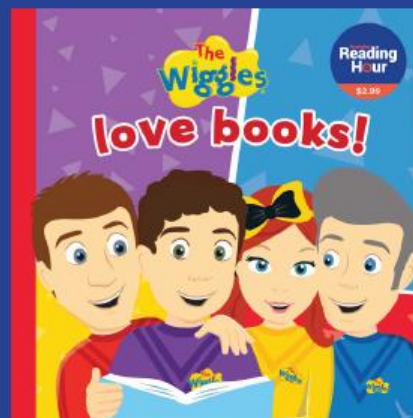
Karen Manbulloo
*Moli Det Bigibigi
(Molly the Pig)*



Sally Rippin
*Billie B Brown
and Hey Jack!
The Book
Buddies*



Matt Stanton
*Funny Kid:
Next Level.*



The Wiggles
*The Wiggles
Love Books!*



Retailer Support for 2019 Ambassador Books

Books went on sale 10 September 2019
Total print run: **70,000 books!**

Supported by all book retailers, with Bookscan of over **20,000 copies** in just 3.5 weeks.

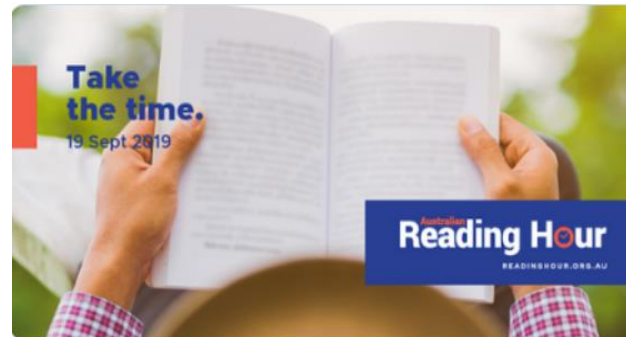
Matt Stanton and Sally Rippin stormed into the **Children's Top 10**



 **The Booktopian**
@TheBooktopian

There's just 21 days to go until Australian Reading Hour 2019!

Here's why you should take the pledge to read on 19 September >>> | bit.ly/2Levznk @AusReadingHour
#readinghour #takethetime



Australian Reading Hour



2019 Media Round-up

The media achieved for the **2019 Australian Reading Hour campaign** was double the amount of media items in 2018, with just over **80 media items in 2019** and has been widespread across Australia for TV, print, radio and online with a **reach of over 11 million**.

Highlights of the media campaign include **eight national TV mentions** with appearances by **Benjamin Law** on *Channel 10 The Project*, **Sally Rippin** on *ABC ME*, **Matt Stanton** on *Sky News*, **Leigh Sales** introducing **charity Story Dogs** on *ABC TV 7.30* and **Murray Cook (ex Wiggle)** sharing the benefits of reading and showcasing our Children's Ambassador Books on *Ch 9 Today Extra* with two mentions of Australian Reading Hour on *WIN TV News Canberra* and *Ch 9 Today*.

Rachael Johns and **Blue Wiggle Anthony Field** shared their favourite books along with **Jimmy Barnes**, **Julia Gillard** and others in a double page spread in *The Sunday Daily Telegraph*, which syndicated online across the News Corp network in *The Courier Mail*, *Adelaide Advertiser*, *The West Australian* and also into regional areas.

Jonathan Thurston (JT) 'kicked goals in literacy' with his school visit covered by the *Townsville Bulletin*. **Louise Sherwin-Stark** discussed the campaign for a full-page article in the *Junior Bookseller + Publisher Magazine*, on *Community Radio Canberra* and with all five of our Children's Ambassadors featured on *Funky Kids Radio* for their Australian Reading Hour special. Booktopia, Better Reading and *Good Reading Magazine* promoted the Reading Challenge, and **Jane Sullivan** wrote about how to find the time to read again in *Spectrum*.

There was also more regional print and radio coverage this year reaching from Busselton in WA across to Dubbo, Mudgee, Byron, Boorowa, Wangaratta, Coorabri, Atherton Tablelands, Cairns and **Matt Stanton** speaking on *Hit FM Breakfast* across Mackay and the Whitsundays.



2019 Media Round-up

TV

Interview with Sally Rippin *ABC ME* 12/09/2019
Interview with Murray Cook (former Wiggles) on Channel 9's *Today Extra* about the Australian Reading Hour, 13/09/2019
Australian Reading Hour mentioned on ABC TV Sydney 7:30 on the Story Dogs, 16/09/2019 (450k on Facebook too)
Interview with Benjamin Law on Channel 10 *The Project* about the Australian Reading Hour, 17/09/2019
The Australian Reading Hour mentioned on Sky News *First Edition*, 18/09/2019
The Australian Reading Hour mentioned on WIN Canberra *Headline News*, 18/09/2019
Benjamin Law interviewed on WIN Canberra's *All Australian News* 18/09/2019
Channel 9 *Today* mention 19/09/2019

RADIO

Interview with Mick Elliott on 2CC *Canberra Live* about the Australian Reading Hour, 13/09/2019
Interview with Mick Elliott on ABC Radio Canberra *Breakfast* who mentions Australian Reading Hour event at Floriade
Australian Reading Hour mentioned on ABC News *Sydney Mornings*, 16/09/2019
Interview with Nichole Overall on ABC Radio Canberra *Breakfast* who mentions the Australian Reading Hour, 16/09/2019
Interview with Vanessa Little (Director Libraries ACT) on ABC Radio Canberra *Afternoons* who mentions the Australian Reading Hour, 16/09/2019
Interview with Leigh Sales on ABC Radio Sydney *Drive* who mentions the Australian Reading Hour, 16/09/2019
Discussion on children's books in celebration of Australian Reading Hour ABC Radio Brisbane *Drive*, 16/09/2019
Interview with Bradley McCaw Australian Reading on Hour ABC Radio Brisbane *Evenings* who mentions Australian Reading Hour, 16/09/2019
Interview with Mick Elliott and Sally Rippin on ABC Radio Canberra *Afternoons* who mentions the Australian Reading Hour, 17/09/2019
Kelly Higgins-Devine mentions the Australian Reading Hour on ABC Radio Brisbane *Evenings*, 17/09/2019
Benjamin Law interviewed on ABC Radio Melbourne *Breakfast* 18/09/2019
Interview with Rachael Johns 4KQ Brisbane *News* 19/09/2019
ABC Radio Goulburn Murray *Breakfast* mention 19/09/2019
ABC Radio Hobart *Breakfast* mention 19/09/2019
97.3fm Brisbane mention 19/09/2019
ABC Radio Brisbane *Evenings* mention 19/09/2019
Mick Elliott interviewed on ABC Radio Sydney *Focus* 19/09/2019
Matt Stanton interviewed on HIT FM *Breakfast* Mackay & Whitsundays 19/09/19



2019 Media Round Up

Print

News item Junior *Books+Publishing* magazine – May issue
Event Mention *Wyong Regional Chronicle* 11/09/2019
News item *Hornsby Advocate* 12/09/2019
News item *Daily Liberal Dubbo* 12/09/2019
News item *Byron Shire News* 12/09/2019
News item *Cootamundra Herald* 13/09/2019
News item *Mudgee Guardian* 13/09/2019
Event mention *Shepparton News* 13/09/2019
Event mention *West Wyalong Advocate* 13/09/2019
Event mention *Weekend Post* 14/09/2019
News item *Sunday Mail Adelaide* 15/09/2019
News item *Sunday Telegraph* 15/09/2019
News item *West Australian* 17/09/2019
News item *Atherton Tablelander* 17/09/2019
News item *Narrabi Courier* 17/09/2019
Event mention *Young Witness* 17/09/2019
Event mention *Burnie Advocate* 18/09/2019
Event mention *Wangaratta Chronicle* 18/09/2019
Event mention *Cessnock Advertiser* 18/09/2019
News item *Adelaide Advertiser* 18/09/2019
News item on Sally Rippin event *Border Watch* 18/09/2019
News item *Daily Telegraph* 18/09/2019
Event mention *Herald* 18/09/2019
Event mention *Maribynong Weekly* 18/09/2019
Event mention *Messenger Cootamundra* 18/09/2019
Event mention *Coast City Weekly Adelaide* 18/09/2019
Event mention *Northern Messenger* 18/09/2019
News item on Jonathan Thurston *Townsville Bulletin* 19/09/2019
Mention *Daily Liberal Dubbo* 19/09/2019
Mention *Burnie Advocate* 19/09/2019
Mention *Boorowa News* 19/09/2019
Mention *Coast Community News* 19/09/2019
News item *South Western Times* news 26/09/019

A NEW CHAPTER IN OUR READING

IT doesn't matter if you're Australia's most sought-after Bachelor, a politician, a rock god or a much-loved Wiggle — everyone has time to read. Ahead of Australian Reading Hour on Thursday, September 19, a few familiar faces shared their bedside books and which childhood read they'll never forget.



National Reading Hour

CELEBRITY READERS

Stars do it by the book

The science is in — reading is good for you at any age. On Thursday, Australians are encouraged to sit down and pick up a book — a habit that reduces stress levels by 68 per cent and increases happiness and success — for national Reading Hour. Today, famous book lovers talk about a pastime that can truly help you become healthy, wealthy and wise

IT doesn't matter if you're Australia's most sought-after Bachelor, our busiest TV host, a politician, a rock god or a much-loved Wiggle — everyone has time to read. Ahead of this week's Australian Reading Hour, a few familiar faces shared their current bedside books and told us which childhood read they'll never forget.

THE BACHELOR / ASTROPHYSICIST: MATT AGNEW
What book is on your bedside table /e-reader right now; why did you

choose it?
I've just finished *Artemis* by Andy Weir. For someone who's got very powerful anxiety triggers around climate change I tend to seek out dystopian future science fiction to read right before bed. I think it's a way of picturing a version of our future outside of my own imagination. Don't get me wrong — it's still grim, however I can see that life may still go on even after mass migration caused by sea level rises and food security issues caused by new and permanent dry weather patterns.

What's the one book from your

white TV, watching as man first set foot on the moon. I guess it showed how far we'd come and also how far we had to travel, both literally and metaphorically. The human race are all still on that journey and we have a lot of work to do if we want to keep moving forward. At times it feels like we are standing still or worse, moving backwards.

What's the one book from your childhood that you'll never forget and why?

Treasure Island jumps out at me. As a young boy I used to want to escape from my reality because it wasn't that nice for many reasons. So the idea of

Award-winning author visits college to celebrate Australian Reading Hour

LIMESTONE Coast children will join their peers across the nation tomorrow, altering their usual classroom learning to participate in this year's Australian Reading Hour.

Tenison Woods College students will host award-winning author Sally Rippin who will showcase her popular novels including the Hey Jack and Billie B Brown series.

Ms Rippin will collaborate with students from reception to Year 2 as well as Year 3 to 5, during her visit and will also spend time visiting classrooms.

Early Learning to Year 5 key literacy teacher Katie Window said the college looked forward to hosting Ms Rippin and listening to her stories.

"We are extremely fortunate to have Sally visit us, particularly on such an important day of the year for literacy," Ms Window

Ms Rippin said her hope had always been for all her readers to see themselves in her stories.

"I love writing and sharing stories," she said.

"I want all readers to understand, no matter how confusing or frightening the world may seem at times, kindness, friendship and integrity always win out in the end."

The college's junior school will participate in the reading hour from 9am to 10am before having the opportunity to meet the highly acclaimed author.



It's reading hour

Authors reflect on the value of literacy

GAIL ANTHONY

Do you want to go on an epic adventure, have a good laugh or learn something amazing? Then stop what you're doing on Thursday and read for an hour (or more!) to support Australian Reading Hour.

Two Perth children's authors, HM Waugh and Julia Lawrinson, have loved reading for as long as they can remember.

short options for your future employment."

Waugh adds that books can put us in somebody else's shoes, which teaches empathy.

"I think that is so important in our society, to be able to understand how other people feel.

"Literacy is vital in our society and I think if you can learn to be literate through reading lots of books, it's a fabulous way to learn isn't it?"

Australian
Reading Hour

2019 Media Round Up

Online

<https://www.booksandpublishing.com.au/articles/2019/04/10/131448/new-ambassadors-initiatives-for-2019-australian-reading-hour-announced><https://www.alia.org.au/news/18437/australian-reading-hour-announces-2019-ambassadors-299-books-and-australian-reading-hour-challenge><http://blogs.slg.qld.gov.au/plconnect/2019/04/12/new-ambassadors-for-2019-australian-reading-hour-announced><https://www.booksandpublishing.com.au/articles/2019/05/07/132583/australian-reading-hour-nominated-for-international-literacy-award/><https://www.booksandpublishing.com.au/articles/2019/05/15/133036/australian-reading-hour-ambassadors-books-covers-revealed/><https://babyology.com.au/podcasts/feedplaylove/mick-elliott-on-how-to-get-kids-interested-in-reading/><https://www.publishers.asn.au/news/book-industrys-moment-australian-reading-hour-coming-very-soon><https://www.school-news.com.au/news/book-it-in-australian-reading-hour-has-arrived/><http://online.isentialink.com/dailymercury.com.au/2019/09/17/2ca263c6-5aa3-40e1-af5d-57a20b2d7505.html><https://hercanberra.com.au/event/celebrate-australian-reading-hour-book-face-gungahlin/><https://www.news.com.au/entertainment/books-magazines/books/australian-reading-hour-the-books-that-inspired-our-biggest-stars/news-story/97c88d2c4c4fe93595e45a7beb36718e><http://online.isentialink.com/dailytelegraph.com.au/2019/09/15/7e91435b-dbc6-4bf8-a4f8-18028e1cc5db.html><http://online.isentialink.com/couriermail.com.au/2019/09/14/5f529441-94cb-45e9-8c06-3a41b167a94c.html><http://online.isentialink.com/adelaidenow.com.au/2019/09/14/00bdbb91-38d6-424a-a6b7-67dbc00583f1.html><http://online.isentialink.com/dailytelegraph.com.au/2019/09/14/f6e90646-c881-4185-93f0-a2c8a913d083.html><http://online.isentialink.com/dailytelegraph.com.au/2019/09/14/ca7f87f8-b5f0-4397-86e7-339a9ce474bd.html><http://online.isentialink.com/dailytelegraph.com.au/2019/09/14/2d778a15-cfae-4500-a2da-14f461ef4876.html><http://online.isentialink.com/dailytelegraph.com.au/2019/09/14/4888c34a-0110-435f-8b57-3f14264e95a1.html><http://online.isentialink.com/geelongadvertiser.com.au/2019/09/14/7eab7d56-64a8-42e8-9ad0-2e6c971a3ad9.html><http://online.isentialink.com/couriermail.com.au/2019/09/14/f1b96ac8-357a-44db-a84a-125a80179666.html><http://online.isentialink.com/geelongadvertiser.com.au/2019/09/14/8222d04e-3baf-4c69-9c9c-9e9e4226f675.html><http://online.isentialink.com/adelaidenow.com.au/2019/09/14/b76c5a08-953c-4062-84f6-0ea14c970cc0.html><https://www.booksandpublishing.com.au/articles/2019/09/13/139246/boost-to-events-reader-pledges-for-this-years-australian-reading-hour/><http://online.isentialink.com/mudgeeguardian.com.au/2019/09/13/2720f397-a1c4-4e44-94c4-f3983e405d2b.html><https://www.sunraysiadaily.com.au/news/803604/mildura-central-offers-free-books-for-a-reading-hit><https://whatson.melbourne.vic.gov.au/Whatson/FortheKids/Films/Pages/e67c08e7-ddd4-4029-8d94-b31be14490c7.aspx><http://online.isentialink.com/watoday.com.au/2019/09/19/b88c6750-4f05-4f60-9bca-35c2fcea3f26.html><http://online.isentialink.com/thecourier.com.au/2019/09/19/375b77d5-bcf1-47fb-8431-34929a6a3620.html><https://www.publishers.asn.au/news/dark-emu-selected-as-the-first-book-for-parliamentary-book-club>

The official launch of the Australian Reading Hour took place at Parliament House in Canberra on Tuesday 17 September, featuring two of our Children's Ambassadors, Mick Elliott and Sally Rippin, supported by a speech in Parliament by Graham Perrett.

The **Parliamentary Friends of Australian Books and Writers** was attended by parliamentarians, their advisers, the APA board, the Chief Executives of the ASA, ABA, relevant supporters of the Books Create Campaign and invited guests of the publishing industry. The group was established to engage parliamentarians with the book industry, to highlight the achievements of the industry and the value it represents to Australians.



To celebrate the Australian Reading Hour, Tanya Plibersek and Hollie Hughes announced that *Dark Emu* by Bruce Pascoe will be read by politicians for the **Inaugural Parliamentary Book Club**. Hollie Hughes said: 'This is a collaborative and bipartisan initiative that we hope will bring together book lovers of all stripes in Parliament.'

Tanya Plibersek @tanya_plibersek · Sep 19
 .@GrahamPerrettMP, @ged Kearney and I took a few minutes before Question Time to share one of the @AusReadingHour 2019 books, Mollie the Pig.

We're not quite Play School presenters... but we gave it a go.
[Show this thread](#)



What book would you like your Parliamentarians to read?



2019 Ambassador Events – Mick Elliott



Ambassador **Mick Elliott** along with hugely popular children's author **Oliver Phommavanh** performed to an enthusiastic crowd on **Sunday 15 September**, the opening weekend of Floriade in Canberra. The event was organised by Libraries ACT and supported by Dymocks.

The *Ultimate Storytelling Battle* event made it onto Visit Canberra's 'Ultimate Floriade Bucket List', in *The Canberra Times*.

Australian
Reading Hour



2019 Ambassador Events – Matt Stanton



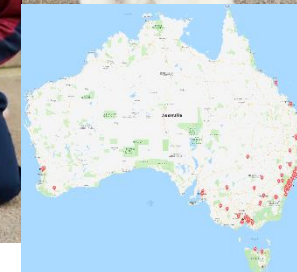
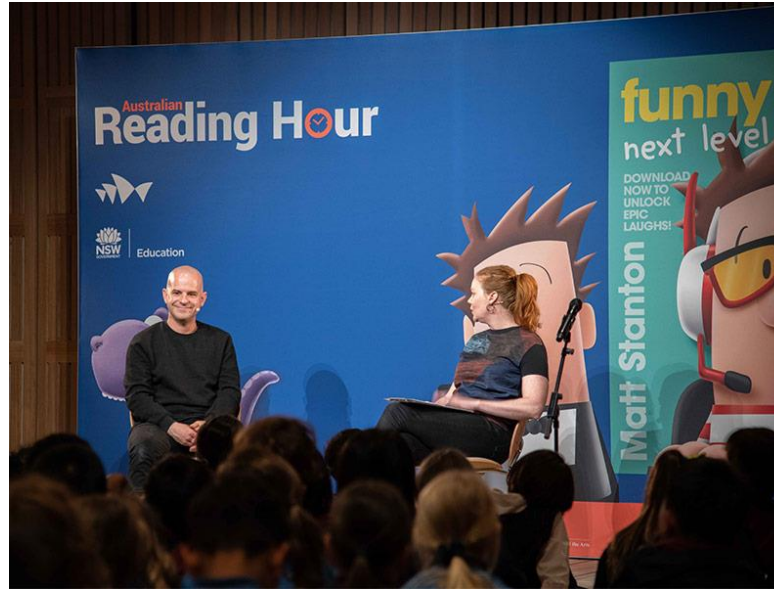
Ambassador **Matt Stanton** appeared on the steps of the **Sydney Opera House** accompanied by several of the canine members of the **Story Dogs Literacy Charity**. Matt broadcast an Author Talk to over **5,500 school students** in **118 schools** via a YouTube & Facebook Live Stream from the Utzon Room of the House with 100 Year 1 and 2 students from local Sydney schools in attendance.

Matt Stanton's talk was covered by *Sky News*, *The Daily Telegraph* and the *NSW Education Department*.

Tuesday 17 September



Australian Reading Hour



Spread of 118 schools

2019 Ambassador Events – Mick Elliott

Mick Elliott also appeared at Sydney Children's Hospital in Randwick as part of the **Starlight Lounge** to read with and entertain the sick kids from the hospital who are able to attend.

Mick Elliott was interviewed on *ABC Radio Canberra, 2CC Canberra* and with **Kate Forsyth** for a one-hour special on *ABC Radio Sydney Focus* on how to rekindle a love of reading. Mick also took part in the NSW Education and Reading Eggs campaign.

Thursday 19 September



Australian Reading Hour



2019 Ambassador Events – Sally Rippin

Ambassador **Sally Rippin** travelled to regional Victoria to share the message of Australian Reading Hour at the Tenison Woods College. She entertained over 150 school children from all over the **Mount Gambier** region for a special ARH event at the school.



Sally Rippin's trip to regional Mount Gambier was covered by *The Border Watch* and Sally promoted Australian Reading hour on *ABC ME*.



Sally Rippin and **Adrian Beck** spoke about the Ambassador Books and benefits of reading on *Kidslit Podcast*.



Thursday 19 September



Australian Reading Hour



2019 Ambassador Events – Karen Manbulloo



Ambassador **Karen Manbulloo** travelled from her home near Katherine to visit an Indigenous mums & bubs group from the La Perouse community supported by the Sydney Children's Hospital, and then appeared at La Perouse Public School, supported by NSW Education.

The Sydney Morning Herald, WA Today and NSW Education Department covered the **Karen Manbulloo** school visit event in La Perouse.

Thursday 19 September



Australian Reading Hour



ABC Radio Sydney Focus on how to rekindle a love of reading, followed by **Karen Manbulloo** and **Karen Williams** speaking about a trifecta of firsts in 2019 UNESCO's International Year of Indigenous Languages, with Australian Reading Hour delivering the largest print run of a bilingual book for the Indigenous Literacy Foundation with *Moli det Bigibigi* (Molly the Pig) and the first indigenous book to be chosen for Australia's largest public awareness campaign for books and reading.

2019 Adult Ambassador Events – Rachael Johns



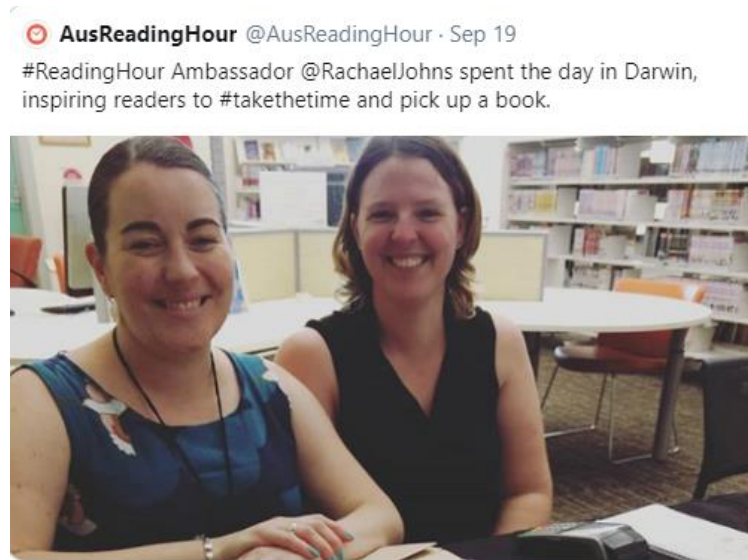
Ambassador **Rachael Johns** appeared at the Midland Gate Vicinity Shopping Centre in Perth for morning tea with 50 guests in the Gold Class Theatre.

Wednesday 18 September

She then travelled to Darwin to be a guest speaker at the Darwin Library.

Thursday 19 September

Supported by an interview on 4KQ Brisbane with Jo Hayes.



2019 Adult Ambassador Events – Benjamin Law



Ambassador **Benjamin Law** travelled to Melbourne to speak with Channel 10's *The Project* to share the Australian Reading Hour story and held an event for over 100 of his fans at Readings in Carlton.

Benjamin also took part in the NSW Education campaign.

Thursday 19 September



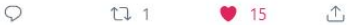
Australian Reading Hour

?

Today we're celebrating @AusReadingHour. If you're in the neighbourhood (or the Library) why not stop what you're doing for an hour and head over to our #CriticsPicks section? You're sure to find a book you won't want to put down! #BashirReadingRoom #readinghour #takethetime



'Chill & Read' lunchtime session celebrating Australian [#readinghour](#) 2019
[#WFCLearning](#) [#takethetime](#)



Happy @AusReadingHour Day! These kids from @BonnetbayPS are reading my books for a whole hour, lucky :-)) I'll be reading Funny Bones so it'll be a laughing hour for me too haha @PenguinKidsAus @AllenAndUnwin #ausreadinghour #bonnetbayPS #reading #amreading



Events in Libraries



Public libraries across Australia celebrated and supported the Australian Reading Hour.

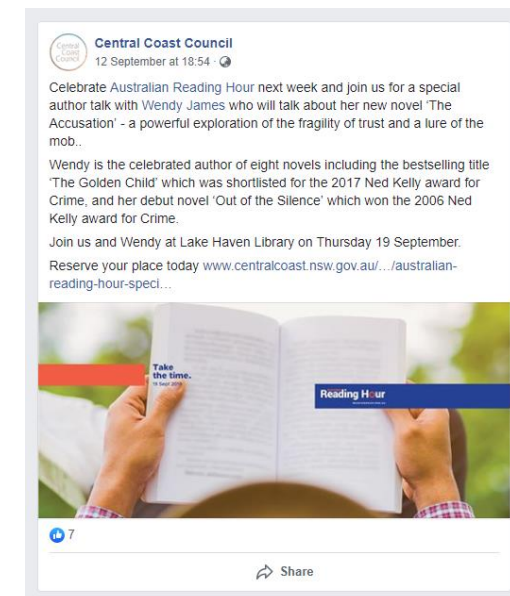
We had responses from more than 40 public libraries which had participated in the Australian Reading Hour, from ACT, NSW, NT, SA, TAS, VIC and WA. Across these libraries, in excess of 1,400 library users attended events, which ranged from storytimes and trivia nights to afternoon tea reading parties.

Left image photo credit: Friends of Libraries, Byron Shire.



Social Media Reach

Social media platform	Followers
Facebook	149,942
Instagram	13,110
Twitter	13,504



The above numbers represent the combined social media reach for the more than 40 libraries who informed us that they had participated in the campaign. We anticipate that the total reach would be more than **1 million**.





Libraries ACT helped facilitate the popular Ultimate Storytelling Battle at Floriade, which featured ARH Ambassador Mick Elliott and author Oliver Phommavanh facing off to tell the best improvised story. It received the following glowing feedback about the event.

'I attended the Story Telling Battle at Floriade organised by Libraries ACT with my family on Sunday and just wanted to pass along some positive feedback. In all my years of attending events at Floriade, the Story Telling event, was one of the most memorable.'

NSW libraries held events including local author talks; PJ storytimes; and craft afternoons.

Events like these were held at libraries including Burwood Library; Mosman Library Services; and Woollahra Libraries.

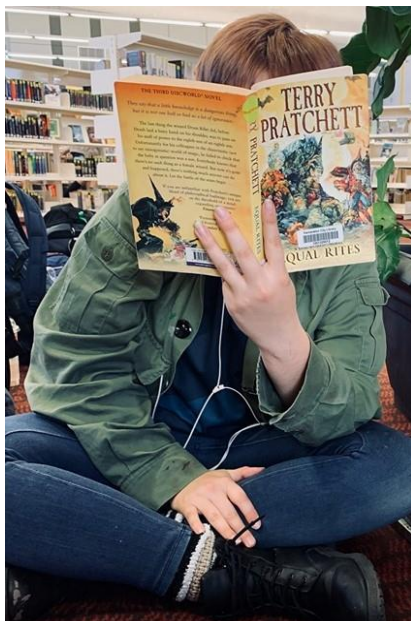


Pictured: attendees at Burwood Library



City of Darwin Library and City of Palmerston Library both participated in the Australian Reading Hour 2019.

City of Darwin Library hosted a talk by ARH Ambassador Rachael Johns and City of Palmerston Library hosted a talk by author Barry Jonsberg.



Pictured: a reader at City of Palmerston Library



It was great to receive information from libraries across SA from Parks Library; Playford Library; Unley Library; and Walkerville Library.

SA libraries hosted a range of different activities Parks Library held a bingo competition; Playford Library hosted a reading competition and Walkerville Library encouraged patrons to read and relax in its reading lounge.

Pictured: the reading lounge at Walkerville Library



Libraries Tasmania hosted events across its libraries.

The network held afterhours pyjama parties, media personalities in pyjamas reading stories, games nights, authors reading stories, lunch time sessions, evening sessions and sessions just for kids.

Pictured: attendees at a Libraries Tasmania event

VIC libraries supported the campaign through hosting events special book club meetings; reading circles and storytimes.

We received responses from public libraries across Victoria from Darebin Libraries; Frankston City Libraries; and the Vision Australia Library.



Pictured: Mayor Cr Michael O'Reilly, Frankston, reading to a child at Frankston Library.



City of Perth Library; Claremont Library; and Mundijong Public Library, among many other libraries, hosted ARH events.

WA libraries supported the campaign through hosting events, author talks, storytimes and showcasing unique library resources to encourage their patrons to read for an hour.



Pictured: Dervla McTiernan (left) talking with David Whish-Wilson at an author talk at City of Perth Library.

2019 Major Partnership

Printed posters in 6 locations around King George Square Busway Station and 4 locations at the Cultural Centre Busway Station

Digital content was displayed on electronic PIDs (LCD screens) with 23 locations at King George Square and 15 at Queen Station with a **reach of 14.5m**

Supported by a newsletter to 350k subscribers

Gave away of 2000 books donated by publishers at King George Square in 1.5 hours

AusReadingHour Retweeted



Mark Bailey MP @MarkBaileyMP · Sep 19

.@TransLinkSEQ is giving away 2,000 books this morning til 10am to celebrate @AusReadingHour

Head to King George Square & grab a great read before they run out!



Australian Reading Hour



Connecting people and places with public transport updates

On 19 September, take the time to stop what you're doing and...pick up a book.

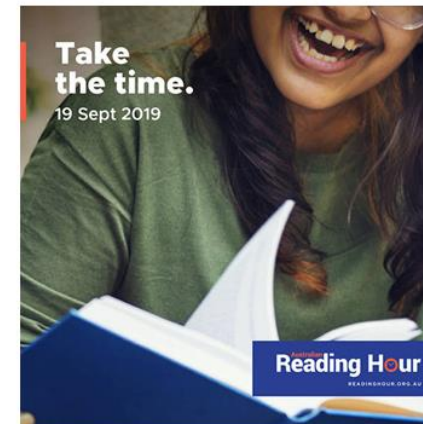
Did you know that reading reduces stress by 68%?

It works faster than listening to music, going for a walk or enjoying a cup of tea.

Visit King George Square station from 7am, Thursday 19 September.

We'll be giving away books to enjoy on the day, with thanks to [Australian Reading Hour](#).

Take the time to learn, escape and relax. What better time than on your commute with TransLink!



Follow us on



You have received this email as you opted-in to receive information from TransLink. To stop receiving future email from us, you

Thursday 19 September

Australian Reading Hour

f t i #ReadingHour
READINGHOUR.ORG.AU



Reading Hour

TransLink proudly supports Australian Reading Hour, who kindly donated this book for you to enjoy.

Reading has many benefits including reducing stress, so take the time to get lost in a good book - like this one!



Reading Hour

TransLink @TransLinkSEQ · Sep 19

Today's the day!

Catch our CLO's at King George Square bus station now as we hand out over 2000 FREE BOOKS to celebrate @AusReadingHour!

Public Transport is the perfect place to read a book and enjoy a little me so pop on down and discover the benefits of reading!



2 6




2019 Commuter Advertising

There was also paid advertising on trains in Sydney and Melbourne 5 August to 22 September, driving huge visitor numbers to the website with a total reach estimate of **2 million**.



Australian
Reading Hour



Did you know...

that reading reduces stress by 68%? It relieves stress more quickly than listening to music, going for a walk or having a cup of tea.

19 September 2019 | Take the time.

Reading Hour

There's no better way to end #ReadingHour than to hear Principal Dan from Warialda Public School read "There Was an Old Lady Who Swallowed a Mozzie" by P. Crumble & L. Shea.

Thanks to Scholastic Australia for supporting the #ReadingRevolution!



87

11 comments 5 shares

#ReadingHour ambassador Morris Gleitzman had a great time reading to a very special audience - Morris's grandson and his teddy.

Don't forget to pick up a book on 19 September: <https://readinghour.org.au/>



Help Around the House to one of my most devoted readers.

55

14 shares



Australian
Reading Hour



Education

2019 Major Partnership

A major partnership with **NSW Education** to promote the event to 2300 schools and 1 million parents, students and teachers through newsletters and on social. With the themes 'Read Outside Your Comfort Zone' for teens and 'Bedtime Stories' for primary.

Supported by videos featuring Matt Stanton, Morris Gleitzman, Benjamin Law and more with a \$5000 advertising budget. High visibility on all NSW Government Education websites and on 1,175 individual school Facebook Pages.

It's reading time! 📖 🐶 🐶

To celebrate Australian Reading Hour, Fort Street Public School walked to the Sydney Opera House to meet some adorable story doggos and hear some wise words from author Matt Stanton.

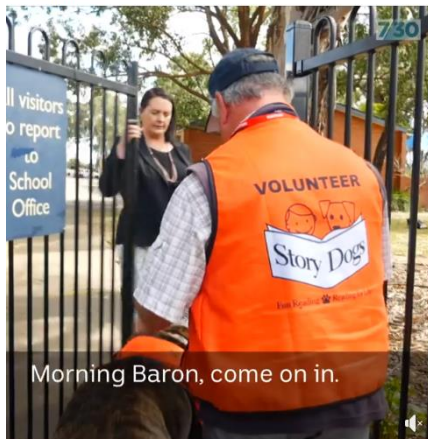
What are you doing for #ReadingHour?



Books inspire the imagination.
Imagination births creativity.

Who wouldn't want to read with this big 'ole softie? 🐶 🐶

#ReadingHour #LoveWhereYouLearn



Morning Baron, come on in.

447,669 Views

National Reading Hour
On Thursday September 19 2019, stop what you're doing for one hour and pick up a book. We want Australians to either rediscover or introduce themselves to the benefits of reading. Take the time to learn, escape and relax.

In children, reading has been shown to help with identity formation, setting them up for success in the future. In adults, reading has been shown to reduce stress by 68% more than listening to music, going for a walk, or having a cup of tea.

How exciting would it be to have every family in our school community read together tomorrow night for National Reading Hour!!! Challenge issued! Lets see how many families can read with their children tomorrow night and show them how special reading time is! Please send photos of your family reading to our school email to post on our 'reading wall' p.school@det.nsw.edu.au

Did your faves get mentioned? 📖

These Fort Street High School bookworms share their favourite novels with author and #ReadingHour ambassador Benjamin Law. Get involved 19 September: <https://readinghour.org.au/>



Mikhail Bulgakov.
- Okay, this is high-brow classic!

59

15 comments 7 shares

Channel	Posts	Reach/ Impressions	Likes	Comments	Shares/ Retweets	Link Clicks	Vid views
Facebook	13	423,900	4,763	590	819	811	135,355
Facebook Schools	1,175	272,176	5,083	56	269	N/A	N/A
Instagram	8	32,230	999	10	40	25	2,195
Instagram stories	9	5,054	N/A	N/A	N/A	70	N/A
Twitter	13	56,010	205	N/A	123	74	1,437
Total	1,218	789,370	11,050	656	1,251	980	138,987

The Sydney Morning Herald



2019 Partnerships



Thanks to a contra deal through the **APA**, we secured half-page adverts in *The Sydney Morning Herald* and *The Age*.

THE AGE

Our partnership with **Vicinity** drove the major event with Rachael Johns in Perth, as well as 9 other events, supported by advertising in 30 shopping centres around the country and on social media.

Thursday 19 September

Australian Reading Hour

On Thursday September 19 2019, we're encouraging all Australians across the country to pick up a book and read for one hour on your own or with the children in your life.

f t i #ReadingHour
READINGHOUR.ORG.AU

Australian Reading Hour

Don't miss the exclusive Reading Hour books for the children in your life.



ONLY \$2.99

Read all about it

By Caitlyn Morgan

cmorgan@sunnysideaily.com.au

MORE than 1000 books will be given away on Thursday as part of an initiative to encourage people to take time to read.

Mildura Central will celebrate Australian Reading Hour with giveaways of new children's, teen and adult books.

Retail marketing manager Lexi Golding said the coming event had attracted a lot of interest from Sunraysia residents.

"We want to encourage people to rediscover or introduce themselves to the benefits of reading," she said.

"Australian Reading Hour is about taking out an hour in your day to either read on your own or with your children.

"There are so many health benefits and reading is a chance to relax and escape."

Vicinity Centres across Australia are taking part in the initiative, with each shopping centre trying ways of encouraging people to read.

"Some are just raising awareness, others have famous authors visiting and some have book giveaways," she said.

"We are excited to be giving away a variety of different books suited to children, teens and adults.

"They are really great titles and are all good-quality."

With each book wrapped and labelled for age suitability, Ms Golding hoped the initiative would give people an opportunity to read something they might not have considered previously, or discover a love of a new genre.

Books will be given away on Thursday, September 19, outside the food court from 11am to 2pm at the centre management office throughout the day.



Mildura Central retail marketing manager Lexi Golding prepares for the giveaway.

Picture: Carolei Zaccaro

THURSDAY 19 SEPTEMBER
<TIME>

VISIT <CENTRE WEBSITE>
FOR MORE INFORMATION

STORY
TIME WITH

AUTHOR'S NAME HERE

Australian Reading Hour



Australian Reading Hour

AusReadingHour @AusReadingHour · Sep 18
The @brisbanebroncos are ready for #readinghour tomorrow! Its not too late to take the pledge and join in: bit.ly/2XGca7S #takethetime



2019 Digital Partnerships

Unique reading content creation and posting through the social channels for the **Brisbane Broncos** (Facebook 649k, Twitter 139k, Instagram 233k)

A major online event in partnership with **Story Box Library**, with Noni Hazlehurst reading the new *Mr Chicken* book from Leigh Hobbs on Thursday 19 Septmber, one week ahead of publication

Reading Eggs ran a 4-week free trial (Facebook 202k, Twitter 4k)

Better Reading ran a weekly campaign on two Facebook pages (248k followers, 166k Reach) featuring ARH content and giving away 5 sets of the ambassadors' books.



Better Reading Kids
Published by Melissa Wilson 17: August 15 at 3:00 PM · Q
The Australian Reading Hour is the perfect excuse to set aside some extra reading time with your little bookworm. What will you be reading September 19? #takethetime #readinghour
Find out more here: bit.ly/2KwJgnb



Mr Chicken All Over Australia by Leigh Hobbs and read by Noni Hazlehurst

Story Box Library · Follow

ReadingEggs.com
19 September at 08:00 · Q

Today is Australian Reading Hour!

What are your plans for the event? Maybe a special story hour at home or some quiet time with your favourite book and a cup of tea ☕📖

We'd love to hear how you're spending Australian Reading Hour today, and if you haven't had a chance to take the pledge to read it's not too late: <https://readinghour.org.au/>... See more



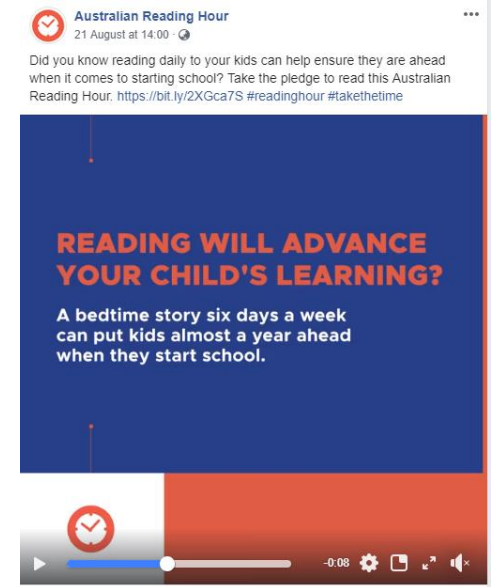
Australian
Reading Hour



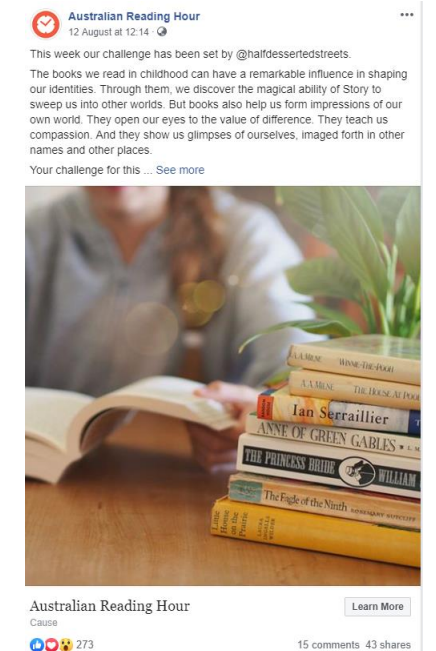
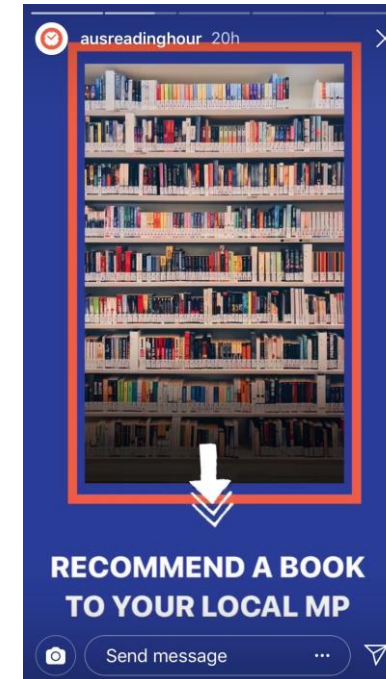
2019 Digital Campaign

On the Australian Reading Hour day we had 3.6k visitors to the **website**, up from 2.6k in 2018
 Social media growth of 25% on 2018
 The official **Facebook** event reached over 60k people with 2.4k responses
 Major influencer campaign, reaching 110k followers

	2018 Followers	2019 Followers	2018 Day Impressions	2019 Day Impressions
Facebook	13,500	16,200	30,000	97,000
Instagram	1,300	2,300	n/a	77,000
Twitter	5,000	6,200	49,400	56,200



Australian Reading Hour



Charlie and the Chocolate Factory Australia @GoldenTicket... · 8m
Our Golden Ticket winners are spending @AusReadingHour today with their favourite book: @Roald_Dahl's Charlie and the Chocolate Factory of course! 🍫🍫 #CharlieAU #ReadingHour



0:58 4 views

2019 Social Media Highlights



Eddie Woo @misterwootube · Sep 19
I'm getting my #ReadingHour on a flight from Adelaide to Sydney today. (Thanks @mrbartonmaths for giving me lots of food for thought!) @NSWEducation



AusReadingHour @AusReadingHour · Sep 18
Don't forget to take the pledge to read for #readinghour tomorrow. Enjoy the many benefits of reading with added bonus - Noni! bit.ly/2mnbeDG #takethetime @StoryBoxLibrary



0:23 286 views



Jimmy Barnes @JimmyBarnes · Sep 19
Today is Australian #ReadingHour Day and to celebrate, I'll be #TakingTheTime to pick up 'Apollo 11: The Inside Story' and reading for an hour. Reading your kids bedtime stories can help put them a year ahead in school. For more information visit readinghour.org.au



8 33 231

AusReadingHour Retweeted

The Smith Family @SmithFamily_org · Sep 19
As Australia's largest children's education charity we support the development of literacy skills in children from disadvantaged backgrounds. To mark @AusReadingHour find out more about our programs that build a love of reading: bit.ly/34XQ1SL #readinghour



7 9

AusReadingHour @AusReadingHour · Sep 19
Jonathan Thurston spent his #readinghour with students at The Cathedral School earlier today.

#readinghour #takethetime



Matt Okine @mattokine · Sep 19

Today we celebrate @AusReadingHour! Take an hour out of your day to sit back, relax, and read 📖 #readinghour @HachetteAus



0:57 2.9K views

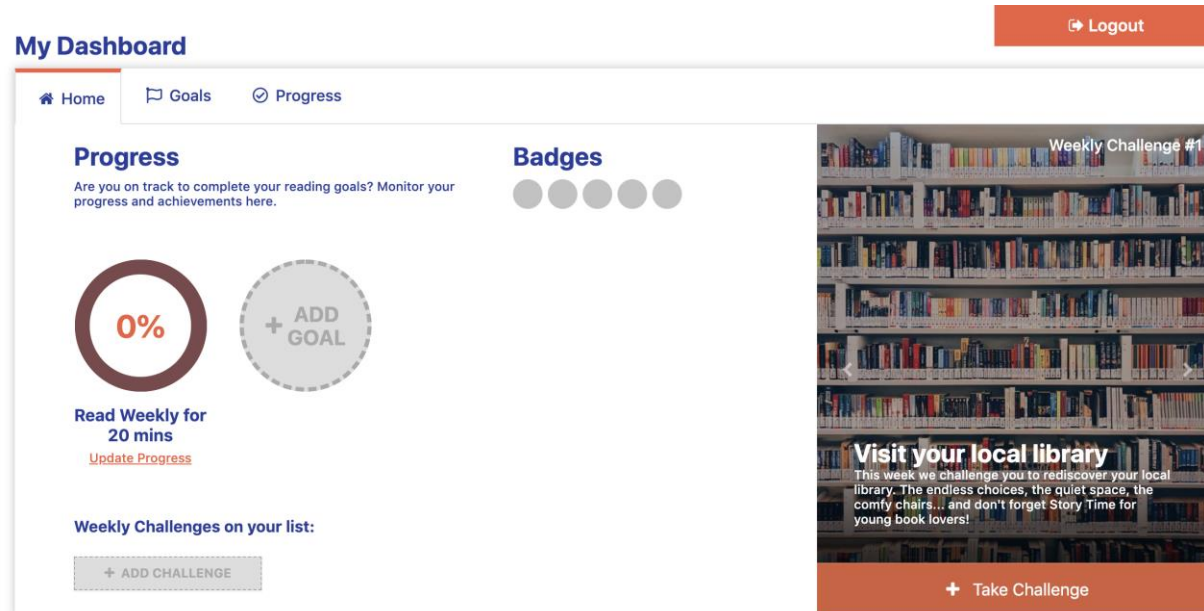
Australian
Reading Hour

Take the Challenge!

Our Reading Challenge was there to help you read more regularly and feel the vast benefits
Readers were able to set their own goals and track their progress
Weekly mini-challenges with various partners were set

Challenge stats:

1,589 took the challenge
912 books were read
2,896 hours of reading



YA (Young Adult Fiction) was originally developed to bridge the gap between children's and adult novels. The relatable themes of friendship, love and identity have long been enjoyed by teenage readers and a growing portion of adult readers are also discovering their charm.

Your challenge this week is to try a YA novel. You might like to start with [a recommendation from #LoveOzYA](#).

Happy reading!

Have you logged into your account to log your reading habits from last week? Did you visit your local library?

Australian
Reading Hour

Update your progress

Activity	2017	2018	2019	Comment
Ambassador Events	2	3	10 + 118	118 schools streamed the Matt Stanton event
Formal Author Events	21	37	55	Over 60 authors took part, including 9 at Vicinity
Total Registered Events	n/a	106	240	
Print Posters Distributed	600	791	418	
PR Reach	n/a	7,072,434	11,000,000	Including the extended reach of <i>ABC 7.30</i> online
ARH Advertising Reach	0	1,600,000	2,084,243	Outdoor = Trains
Partner Advertising Reach	145,000	447,286	25,253,223	Catalogues: Kmart, Target, Dymocks, Translink with <i>Vicinity still TBC</i>
ARH Social Media Followers	11,300	19,800	24,700	Facebook, Twitter, Instagram
ARH + Influencers Social Media Reach	n/a	650,000	5,303,352	Including paid social media advertising, Story Box Library, Reading Eggs, Better Reading, NSW Education, Translink, and influencers
Partner/Influencer Social Media Followers	n/a	661,864	3,384,000	Translink, Kmart, Dymocks, Booktopia, Better Reading, Reading Eggs, Brisbane Broncos, Story Box Library, NSW Education, Story Dogs, ALIA, APA
ARH Website Reach	n/a	14,000	28,000	
ARH Database	2,500	3,300	6,238	
Partner Database	630,000	482,368	7,816,356	Translink, Dymocks, Booktopia, Kmart, ALIA, APA, Reading Eggs <i>with NSW Education still TBC</i>

Australian Reading Hour

**A Major Book Industry
Collaboration**

Thursday 19 September 2019

www.readinghour.org.au