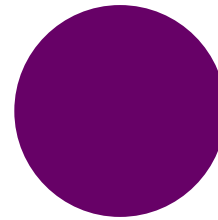




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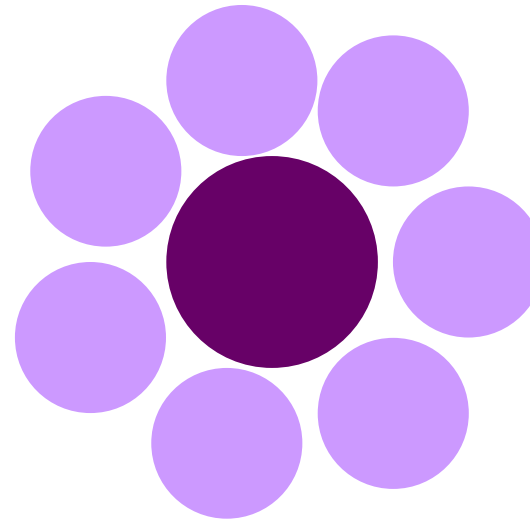
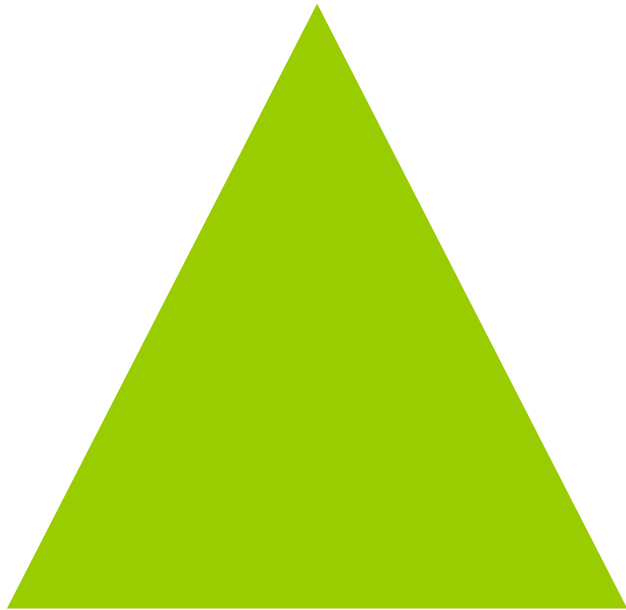
# National Year of Reading 2012

# Collaboration: very 21<sup>st</sup> century



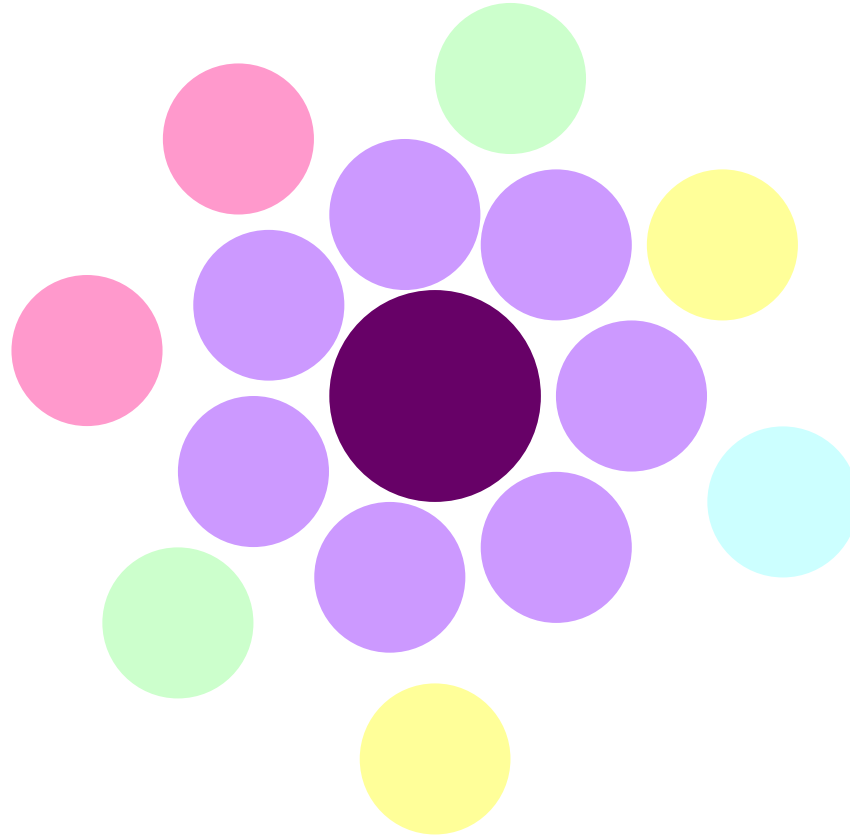
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# Collaboration: very 21<sup>st</sup> century



**National  
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# Collaboration: very 21<sup>st</sup> century



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# Our vision and goals

- ▶ Vision: Australia, a nation of readers
- ▶ Goal 1: For all Australians to understand the benefits of reading as a life skill and catalyst for wellbeing
- ▶ Goal 2: To promote a reading culture in every home
- ▶ Goal 3: To establish an aspirational goal of sharing a book with your child every day



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# The National Year of Reading 2012 will:

- ▶ Promote understanding of the many benefits of reading for individuals and families, readers and non-readers



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- ▶ Prompt readers to try something new



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2012

# The National Year of Reading 2012 will:

- ▶ Promote understanding of the many benefits of reading for individuals and families, readers and non-readers
- ▶ Prompt readers to try something new
- ▶ Showcase best government practice



**National  
Year of  
Reading  
2012**

# The National Year of Reading 2012 will:

- ▶ Promote understanding of the many benefits of reading for individuals and families, readers and non-readers
- ▶ Prompt non-readers to try something new
- ▶ Showcase best government practice
- ▶ Link together all the many great projects that are already happening around Australia



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## In 2012

A whole heap of of amazing, fun activities will take place around Australia and online, so people of all ages, from different backgrounds, can discover and rediscover the joy of reading

It's a partnership between libraries, educators, writers, publishers, retailers, trade associations, professional bodies, politicians and all the organisations that do such a great job promoting reading, writing and literacy



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The campaign will be driven by the founders:  
State Libraries and library associations  
representing every state and territory



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ABC - SBS

Australia Council for the Arts

Australian Booksellers Association

Australian Literacy and Numeracy Foundation

Australian Publishers Association

Australian School Library Association

Australian Speech Pathology Association

Australian Society of Authors

Children's Book Council of Australia

Get Reading  
Public Libraries  
Western Australia

Indigenous Literacy Project

Vision Australia

Writing Australia

State Library of  
Western Australia

Fremantle Children's Literature Centre

Northern Territory  
Library

Public Libraries  
Australia

Public Libraries New South  
Wales (Country)

Little Big Book Club

Public Libraries  
South Australia

State Library of  
South Australia

Australian Library  
Suppliers' Association

Australian Library and  
Information Association

Public Libraries New South  
Wales (Metropolitan)

ACT Library &  
Information Service

Public Libraries  
Victoria Network

State Library of  
Victoria

State Library of  
Tasmania

Allen & Unwin

Hachette

Omnibus/Scholastic

Penguin

Walker Books

Premiers' Reading Challenges

Central Queensland  
University

State Library of  
Queensland

The Pyjama Foundation

State Library of New  
South Wales

Centenary of Canberra

The Wheeler Centre

The campaign will expand through partnerships: already we have active support from key reading and literacy organisations, and there are many more meetings to follow in 2011



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# Local initiatives will be supported by four major national programs

1. Library membership drive



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# Local initiatives will be supported by four major national programs

1. Library membership drive
2. One Country Reading



**National  
Year of  
Reading**  
2012

# Local initiatives will be supported by four major national programs

1. Library membership drive
2. One Country Reading
3. Workplace literacy campaign



**National  
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Reading  
2012**

# Local initiatives will be supported by four major national programs

1. Library membership drive
2. One Country Reading
3. Workplace literacy campaign
4. The Reading Hour



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Plus

- ▶ Website
- ▶ Media push
- ▶ National partnerships



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# What happened in the UK in 2008

- ▶ 6,000 National Year of Reading events
- ▶ 2.3 million new public library members
- ▶ 12% more children from lower socio-economic groups becoming library members and 5% more parents from these groups saying they read with their children every day (20% compared with 15%)
- ▶ 23,000 more boys taking part in the Summer Reading Challenge
- ▶ Reading For Life legacy



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# Are you ready to shine?

**The National Year of Reading 2012 provides a fantastic opportunity for Australian libraries to take centre stage in their communities.**

As founders of the campaign, libraries are the hosts, the activity hubs.

It is an opportunity to take the initiative with teaching colleagues, students, the school community, the wider community.

It's the chance to set up new partnerships that will last well beyond 2012.



**National  
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Reading  
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# Things to do next week

- ▶ Talk to school colleagues about it
- ▶ Ask your students for their ideas
- ▶ Set up a meeting with other local teacher librarians
- ▶ Put a line under your email signature
- ▶ Add a link from your website
- ▶ Become a fan on Facebook
- ▶ Approach a local hero to be your ambassador
- ▶ Start planning your 2012 events calendar



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# Visit the wiki for:

- ▶ A Guide to the National Year of Reading
- ▶ Great ideas for initiatives
- ▶ Drafts – submissions, letters, briefing notes
- ▶ Merchandise – mugs, Tshirts, book bags
- ▶ Logos and collateral
- ▶ Media info



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# Some exciting stuff (1)

▶ Patron William McInnes



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# Some exciting stuff (2)

## ► Author ambassadors



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# Some exciting stuff (3)

- ▶ Partnerships in development



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## National Year of Reading 2012

[www.love2read.org.au](http://www.love2read.org.au)

[www.love2read2012.wikispaces.com](http://www.love2read2012.wikispaces.com)

Facebook

Twitter

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0406 575 321



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# Two topics for discussion

- ▶ What is your ambition for the National Year of Reading?
- ▶ How can your school participate?



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