

National Year Of Reading Steering Committee Brainstorming session

Initiatives	Ideas	Level - F, S, L	Responsibility/ Tasks
The wall concept:	<ol style="list-style-type: none"> Each Library could dedicate a wall for comments, book reviews etc to be displayed Online collaboration to display a virtual wall with comments, events etc on Flickr, Blogs, Facebook, Reader's advisors wiki Photos & comments of different Library walls could be displayed in the State Library of NSW in the outline of NSW state 	<p>Local</p> <p>State & Local</p> <p>State & Local</p>	<p>Cameron to talk to Ellen</p> <p>Cameron talk to SLNSW Marketing</p>
One Country Reading	<ol style="list-style-type: none"> Public are encouraged to vote for the Adult book that best represents the State - Partnership with ABC/National Radio National Criteria has already been established Reading Panel needs to be established - suggestions for panelists are Premiers reading Challenge panel, Miles Franklin judges, SMH Best Young Novelists, also could use existing Literary panels from Libraries that have writing competitions such as Waverley, Randwick and Stanton. It was suggested that one person from each of these panels might be a more realistic approach to assembling a panel 	<p>Local, State & Federal</p> <p>Federal</p>	<p>Jenny to email</p> <p>Cameron to check with TRUST (MFA)</p>
Adult Learner's Week Grant	<ol style="list-style-type: none"> Short story competition is to be used as a soft launch for NYR in September 2011 - theme is Never too late to learn Competition is open to new, emerging and unpublished writers - prizes are at a National level Libraries will facilitate the competition 	Local, State & Federal	Literacy Group & Multicultural
Are we there yet? Exhibition	<ol style="list-style-type: none"> This exhibition is available to all Libraries who can send in an Expression of Interest - currently Campbelltown, Liverpool, Newcastle and Wollongong have submitted EOIs 	Local	
Switch Conference	<ol style="list-style-type: none"> Currently at the LGMA conference with a table Switch conference with exhibition space, or to use as a backdrop behind speakers, or speaker spot if appropriate 	<p>Federal</p> <p>Local</p>	Jenny to liaise with Library Agency & COC
Ambassadors	<ol style="list-style-type: none"> William McInnes is patron and Bob Carr is Ambassador Young Adult author Susanne Gervay was also suggested Suggested that ambassadors might have difference impact if they came from a non literary background, e.g. footballers - maybe use supporters instead Supporters role needs to be defined as to what is expected from them 	<p>Local, State & Federal</p> <p>Local, State & Federal</p> <p>Local, State & Federal</p> <p>Local, State & Federal</p>	JB & CM to discuss with Country
Promotional Ideas to attract media attention	<ol style="list-style-type: none"> Official launch is Tuesday 14th February 2012 - Library Lovers Day Breakfast on the Bridge - still walkers reading quotes or holding scrolls with quotes written on them, storytelling sessions (NSW Storytellers Guild) BookChain - where everyone reads a paragraph of a book and passes it on BridgeClimb to either display a National Year of Reading sign or be photographed reading a book National Simultaneous Storytime for adults in pubs, cafes and clubs Image projections of an open book on buildings in the CBD - Sydney Opera House, Customs House and the Sydney Harbour Bridge (part of Viv'd festival) Photos of prominent people in the community reading books e.g. firemen, Police, Politicians, business people (previously done at Blacktown, Blue Mountains, Holroyd and Penrith Libraries) National Simultaneous BookClub - all read and discuss the same book Giant book relay - could travel around Australia Treasure hunt for books, quotes, characters etc. A passport is issued to participants and they link to events throughout the Libraries New Year's Eve - NYR Logo in fireworks The word READ in bright lights projected at the State Library Launch Day - signwriting either Love 2 Read or Live 2 Read Organise people to outline the shape of a book, similar to Bowral's image of Mary Poppins - which is visible/most effective from an aerial view Reading around the world - travellers can take pictures of the Are we there yet?/ or Love 2 Read image or a book in different/unique places and can be uploaded to the visual wall Promotional dance at a train station or similar venue - dance could be choreographed, Love 2 Read jackets slipped on over other books and uploaded to YouTube www.oprah.com/oprahshow/Watch-a-Florida-Middle-Schools-Reading-Flash-Mob-Video Wiggles promotional ad could be circulated throughout cinemas University of Western Sydney's TVS Channel 44 have a program called Shelf Life - contact them for promotional assistance Quarterly newsletter be developed for the Greater Sydney Libraries for NYR Template to be developed for publicity Using the NYR Logo to make badges, iron on transfer for jackets/T-shirts Articles in Good Reading magazine, local newspapers etc - other ideas are on the NYR Website Organisations that can be contacted in regards working collaboratively on promoting or gaining sponsorship for NYR - Story factory (volunteers who assist with disadvantaged youth with writing), Corporate organisations such as NAB, RTA and Library Suppliers 	<p>State</p> <p>State</p> <p>State</p> <p>Local, State & Federal</p> <p>Local</p> <p>Local & State</p> <p>Local</p> <p>State</p> <p>Local</p> <p>Local</p> <p>Local, State & Federal</p> <p>Local</p> <p>State</p> <p>Local</p> <p>Local</p> <p>Federal</p>	<p>Cameron check if SLNSW relate to NYR + Customs House (COS)</p> <p>Readers Advisory Group</p> <p>Viv'd</p> <p>Yasmin to talk to choreographer</p> <p>Kathryn to check Merilyn to check</p>
Regions & Cooperatives	<p>Hunter region - One Region One Read, Adult reading program (Lake Macquarie & Newcastle) for Library & Information Week, Paint the Town Read (Lake Macquarie & Newcastle), Exhibition program at Newcastle and Literary Festival for Children</p> <p>Northern Beaches - Manly, Pittwater & Warringah are currently working on developing articles/features with the Manly Daily newspaper.</p>		