



National Year of Reading 2012

FACT

There are 46% of Australians who don't have the literacy skills to meet the most basic demands of everyday life and work.

► *Adult Literacy and Life Skills Survey 2006*



**National
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Reading**
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Productivity Commission

Links between literacy and numeracy skills and labour market outcomes August 2010

An improvement in literacy and numeracy skills from level 1 to level 3 would:

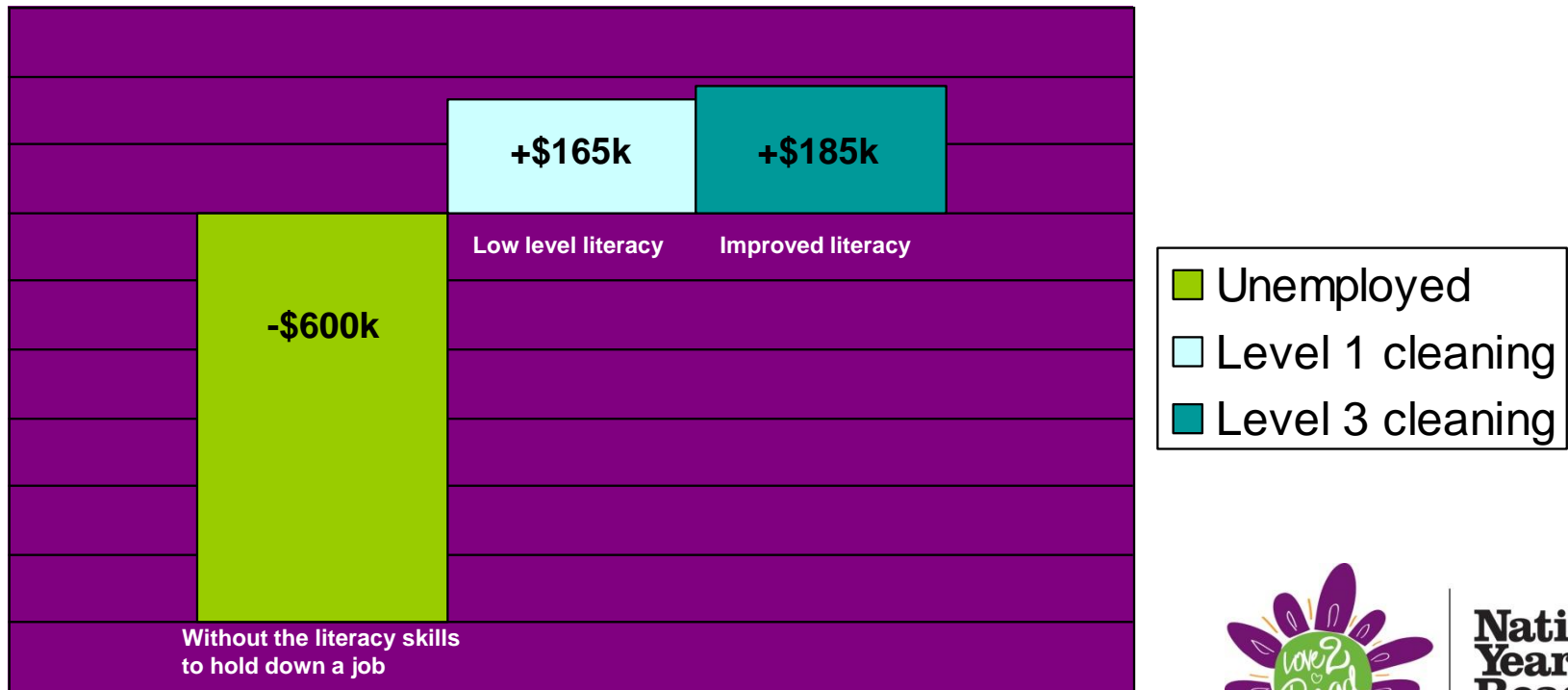
- ▶ increase the likelihood of labour force participation by about 15% for women and about 5% for men
- ▶ increase hourly wage rates by about 25% for women and 30% for men



**National
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The difference over a working life

Tax contribution v. unemployment allowance at 2010 rates over a 50-year working life



National
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National Year of Reading 2012

Key dates

- ▶ 16 July 2009: ALIA Public Libraries Summit in Canberra
- ▶ w/c 12 July 2010: launch to the book trade at the Australian Booksellers Association conference, Brisbane, and the library world at Impact 2010, Albury, and online launch – www.love2read.org.au
- ▶ 14 February 2011: 365 countdown and soft launch – patron announcement, first enewsletter, wiki, guide
- ▶ 14 February 2012: launch to the public



**National
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What will turn us into a nation of readers?

- ▶ Belief in the positive power of reading



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- ▶ Access to books and inspiration for struggling and reluctant readers



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- ▶ Belief in the positive power of reading
- ▶ Access to books and inspiration for struggling and reluctant readers
- ▶ Good government policy and practice



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What will turn us into a nation of readers?

- ▶ Belief in the positive power of reading
- ▶ Access to books and inspiration for struggling and reluctant readers
- ▶ Good government policy and practice
- ▶ A joined up approach involving individuals and organisations who are passionate about reading



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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
- ▶ Showcase best government practice



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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
- ▶ Prompt non-readers to try something new
- ▶ Showcase best government practice
- ▶ Link together all the many great projects that are already happening around Australia



**National
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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

State Library of
Tasmania



**National
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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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2. One Country Reading



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



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4. The Reading Hour



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Plus

- ▶ Website
- ▶ Media push
- ▶ National partnerships



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We will reach readers and non-readers through ...

public libraries, school libraries, mobile libraries, State Libraries, prison libraries, classrooms, booksellers, supermarkets, superstores, independent retailers, sports clubs, book clubs, magazines, newspapers, radio, TV, cinemas, Facebook, websites, chatrooms, GP surgeries, maternal and child health nurses, hospitals, aged care facilities, child care centres, kindergartens, hotels, travel operators, coffee shops, employers, festivals, events, online book shops, colleges, community groups, local government, playgroups, early literacy educators, health centres, charities, scout and guide groups – any way we can ...



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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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National Year of Reading 2012

www.love2read.org.au

www.love2read2012.wikispaces.com

Facebook

Twitter

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**National
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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 gatekeepers, the activity hubs.

It is an opportunity to take the initiative with councillors, politicians, other council services, government departments, senior management committees.



**National
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How to make it work for you

Friends in high places

Think of the important influencers and decision-makers you can set up meetings with to discuss the National Year of Reading. And while you're talking about the National Year of Reading, it's a great opportunity to talk about the other amazing programs you run through your library.

New allies

This is your chance to partner with organisations that have clout in your community – major employers, successful businesses, the emergency services – and to recruit them as active advocates for your library.

Securing funding

Consider how much better-placed you will be to fend off attacks on your budget when you are part of a high profile national campaign with backing from some of the biggest names in the country.



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Things to do today

- ▶ Talk to staff and council colleagues about it
- ▶ Ask your staff for their ideas
- ▶ Set up a meeting with other libraries, bookshops, council departments, educators ...
- ▶ 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



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Three topics for discussion

- ▶ What is your ambition for the National Year of Reading?
- ▶ How can you use the national campaign?
- ▶ What would you like to do in the Metropolitan area?



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