2012

Queen Elizabeth II celebrates her diamond jubilee

It's the centenary of the birth of computing pioneer Alan Turing

There will be a United States presidential election

According to
Mayan prophecies:
major cosmic
forces will be
unleashed

The largest ships ever operated by the Australian Navy will come into service

Pole dancing could be given a test run as an Olympic sport

A NASA space craft will travel over four billion miles to Pluto

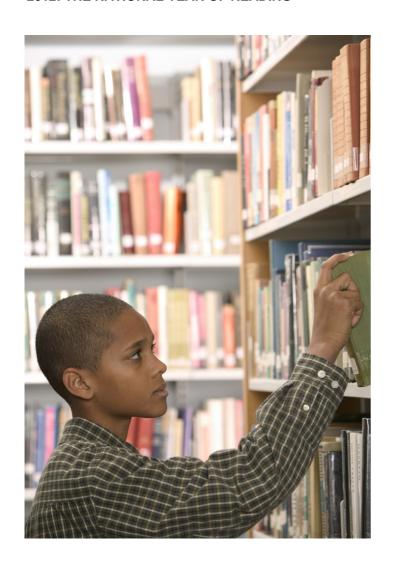
The United
Nations' Literacy
Decade will end on
31 December

# love Zread

2012: THE NATIONAL YEAR OF READING

In 2012, a whole heap 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

2012: THE NATIONAL YEAR 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



We will reach people through public libraries, school libraries, mobile libraries, State Libraries, prison libraries, classrooms, booksellers, high street chains, 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, kindergartens, hotels, travel operators, coffee shops, employers, festivals, events, online book shops, colleges, community groups, local government, playgroups, early literacy educators, health centres, charities, Scouts, Guides ... and that's just the start

2012: THE NATIONAL YEAR OF READING

It's about children learning to read ...





... and keen readers finding new sources of inspiration

2012: THE NATIONAL YEAR OF READING

It's about supporting reading initiatives ...

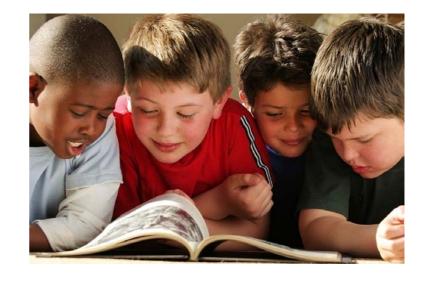




... while respecting the oral tradition of storytelling

2012: THE NATIONAL YEAR OF READING

It's about helping people discover and rediscover the magic of books





And most of all, it's about Australians becoming a nation of readers



**BELIEF** in the positive power of reading

ACCESSIBILITY and INSPIRATION for struggling and reluctant readers

Good government POLICY and PRACTICE

A JOINED UP approach for agencies, NFPs and businesses



## BELIEF in the positive power of reading

Evidence gathering and publication

Advocacy through library staff, educators and other professionals to reach politicians and their advisors

Media coverage to reach consumer audiences

Web-based information for families and individuals

There is a massive amount of evidence – scientific, research-based and anecdotal – to show that reading for pleasure is good for us.

Beyond literacy, it contributes to our personal well-being and health; social and economic outcomes.

Library staff, teachers and other professionals are well-versed in the benefits. This campaign aims to spread the message more widely.



# ACCESSIBILITY and INSPIRATION for struggling and reluctant readers

One Book One Country – showcasing an adult work, linked with short stories, a graphic novel and childrens' picture book

love2read magazine

Multi-media interactive story-based quest for teenagers+

Web-based information and advice

Maybe you can't read, English isn't your first language, or you've just never got into books.

The National Year of Reading will give people a taster of what's out there in an easily digestible form – not weighty tomes but novellas, magazine articles, audio books; ezines and short stories; across many different genres; covering diverse cultural perspectives.



## Good government POLICY and PRACTICE

Research and mapping exercise will define what a reading nation looks like and will identify gaps where government policy and practice could make a difference

The National Year of Reading will give all three levels of government the opportunity to showcase best practice from early literacy initiatives, through to reading therapy for people in aged care facilities.



A JOINED-UP approach for agencies, NFPs and businesses

Portal to the research, reports and resources available in Australia and around the world

Web-based community – discussion board, special interest groups, shared learning

Professional development online training courses

Australia has a fantastic line-up of reading champions; advocates; event, campaign and program organisers.

The National Year of Reading is a way of linking all the good things that are already happening and adding a little extra something to the mix.

The comprehensive web-based resources constructed for the National Year of Reading will provide a lasting benefit and legacy for everyone involved with reading and literacy.

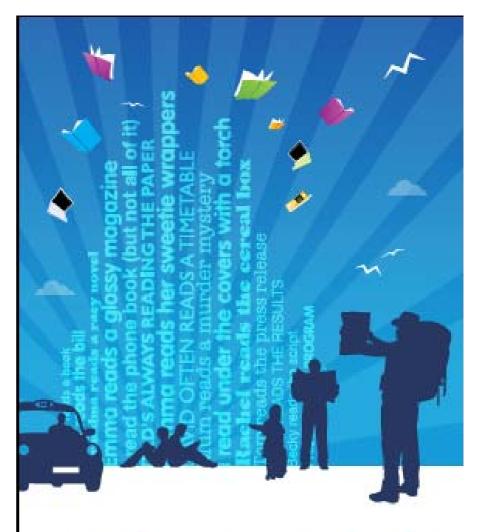
2012: THE NATIONAL YEAR OF READING

Public libraries are leading the National Year of Reading 2012 ...

We have backing from The Reading Agency, a key organisation behind the UK National Year of Reading ...

We have a framework of activities and programs ...

Now we need partners to make this really fly









Ready to join us for the ride?



**Association** 





### South Australian Public Library Network







ACT





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