

**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 2 read

**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**



2012: THE NATIONAL YEAR OF READING

**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**

# love2read

2012: THE NATIONAL YEAR OF READING

**It's about children  
learning to read ...**



**... and keen readers finding  
new sources of inspiration**



# love2read

2012: THE NATIONAL YEAR OF READING

**It's about  
supporting reading  
initiatives ...**



**... while respecting the oral  
tradition of storytelling**

# love2read

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**



# What will turn Australians into 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





2012: THE NATIONAL YEAR OF READING

**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.



2012: THE NATIONAL YEAR OF READING

**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; e-zines and short stories; across many different genres; covering diverse cultural perspectives.



2012: THE NATIONAL YEAR OF READING

**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.





2012: THE NATIONAL YEAR OF READING

**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?**







Australian  
Library and  
Information  
Association



Public Libraries  
Australia

South Australian  
Public Library Network

PUBLIC LIBRARIES VICTORIA NETWORK



Tasmania



ACT



Western  
Australia



Public Libraries  
New South Wales -  
Country

Northern  
Territory



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