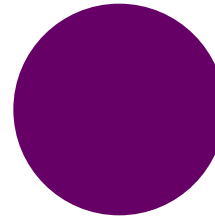
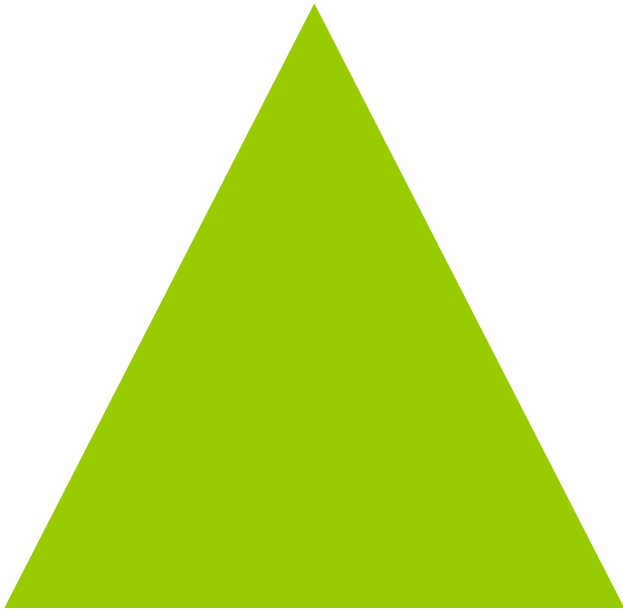




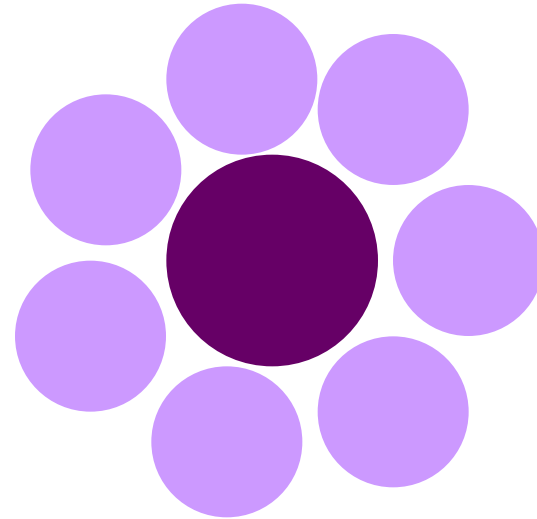
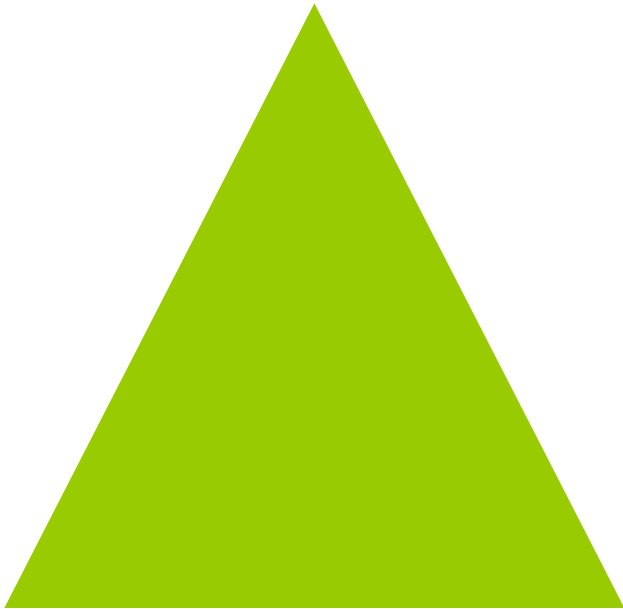
National Year of Reading 2012

Collaboration: very 21st century



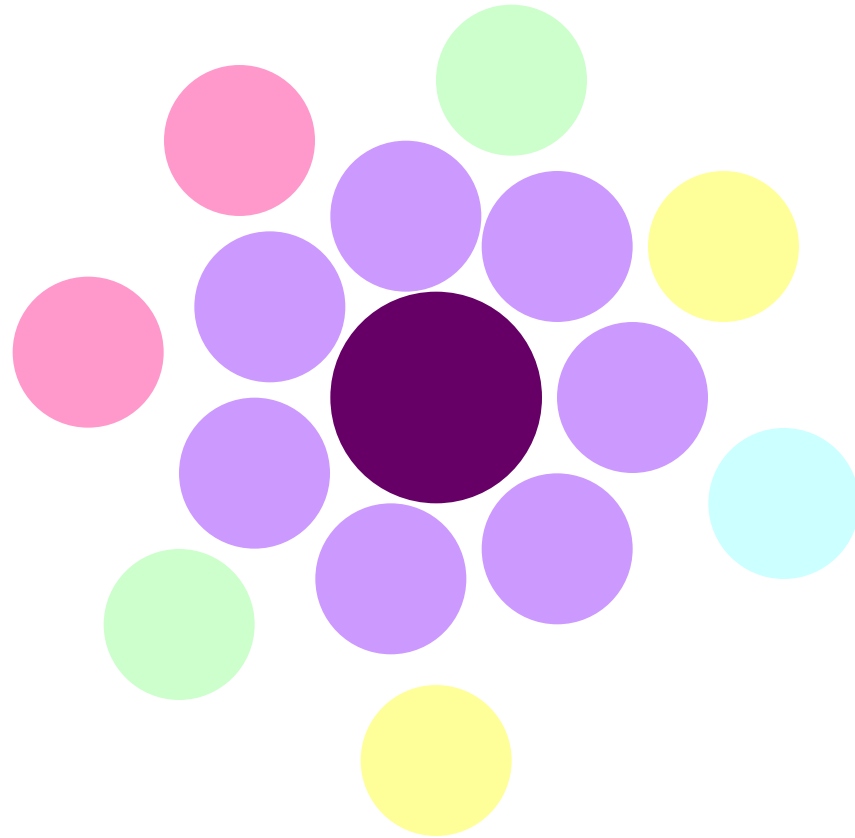
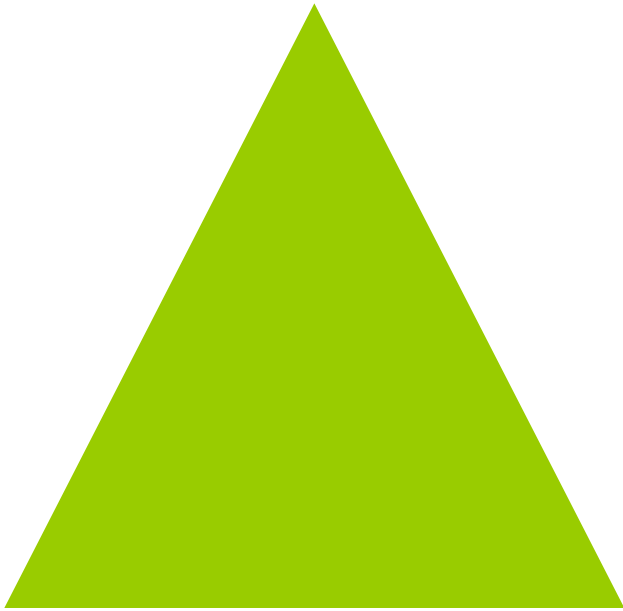
**National
Year of
Reading
2012**

Collaboration: very 21st century



**National
Year of
Reading
2012**

Collaboration: very 21st century



**National
Year of
Reading
2012**

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



**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



**National
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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 readers to try something new



**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 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



**National
Year of
Reading
2012**

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



**National
Year of
Reading**
2012



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

**National
Year of
Reading
2012**

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

Australian Library and Information Association

Public Libraries New South Wales (Country)

Little Big Book Club

Public Libraries South Australia

State Library of South Australia

Australian Library Suppliers' 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



National Year of Reading 2012

Local initiatives will be supported by four major national programs

1. Library membership drive



**National
Year of
Reading
2012**

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



**National
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Local initiatives will be supported by four major national programs

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2. One Country Reading
3. Workplace literacy campaign
4. The Reading Hour

Plus

Website

- ▶ Media push
- ▶ National partnerships



**National
Year of
Reading**
2012

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



**National
Year of
Reading
2012**

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 councillors, politicians, other council services, government departments, senior management committees.



**National
Year of
Reading
2012**

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.



**National
Year of
Reading**
2012

Things to do today

Talk to library staff and council colleagues about it

- ▶ Ask your colleagues 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
- ▶ Sign up for the enewsletter
- ▶ Approach a local hero to be your ambassador



**National
Year of
Reading**
2012

Visit the wiki for:

A Guide to the National Year of Reading

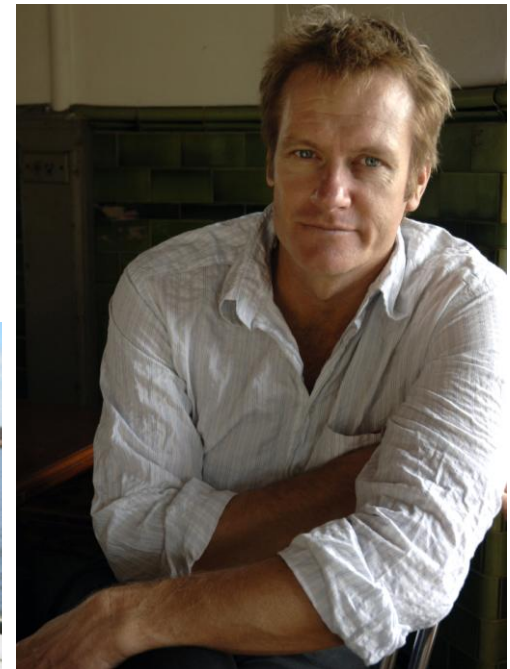
- ▶ Great ideas for initiatives
- ▶ Drafts – submissions, letters, briefing notes
- ▶ Merchandise – mugs, Tshirts, book bags
- ▶ Logos and collateral
- ▶ Media info



**National
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2012

Some exciting stuff (1)

Author ambassadors and patron



**National
Year of
Reading
2012**

Some exciting stuff (2)

Partnerships in development



**National
Year of
Reading
2012**

National Year of Reading 2012

www.love2read.org.au

www.love2read2012.wikispaces.com

Facebook

Twitter

More information:

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0406 575 321



**National
Year of
Reading
2012**

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 locally?



**National
Year of
Reading**
2012