



**National
Year of
Reading
2012**

Love2Read

National Year of Reading 2012 Scoping document

Produced on behalf of
Australian public libraries and library associations
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National Year of Reading 2012

1 Who, what, when, where, why

Love2Read, the National Year of Reading 2012, will see a whole heap of amazing, fun, reading activities taking place around Australia and online, so people of all ages, from different backgrounds, can discover and rediscover the joy of reading.

If your parents read to you when you were very young; if you learnt to read at an early age; if you went to a good school, where reading for pleasure was encouraged, and if you were inspired by the people around you to keep reading as a young adult, then the word on the page (or the screen) will be part of your DNA.

But that's not the case for 46% of the population.

Nearly half the population struggles without the literacy skills to meet the most basic demands of everyday life and work. There are 46% of Australians who can't read newspapers; follow a recipe; make sense of timetables, or understand the instructions on a medicine bottle.

This means that more than four out of every 10 Australians are denied the joy and inspiration of reading for pleasure. They miss the opportunity to imagine life through someone else's eyes; to experience romance, adventure and excitement in the pages of a book.

Australian libraries and library associations are behind a campaign to turn 2012 into the National Year of Reading, linking together all the great things that are already happening around books, reading and literacy, and giving them an extra boost, with inspirational programs and events taking place across the country.

We'll be partnering with government, writers, schools, publishers, booksellers, employers, child care providers, health professionals and a whole host of other organisations that share our passion for reading.

"Having books in the home has a greater impact on children in the most disadvantaged families. It is at the lower end of the scale, where books are scarce, that each additional book matters most."

(Research in Social Stratification and Mobility 2010 – see appendix C)



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2 A shop window in every community

There are all sorts of libraries: school libraries, state libraries, government libraries, business libraries, prison libraries, special libraries, mobile libraries, university libraries, health libraries, TAFE libraries and, of course, public libraries.

Libraries are funded and managed within their organisations or by local and state government. The only public library with a presence at the federal level is the National Library of Australia in Canberra. This means that people and politicians who only know about their own library see just a tiny fragment of what's on offer.

Public libraries alone represent a network of more than 1500 vibrant centres, most of them located in the heart of towns and cities, or forming an essential part of a community hub. Add 9,000 school libraries, plus university and TAFE libraries, and you have more than 10,000 high profile centres in metropolitan, rural and remote Australia. What a great shop window for the National Year of Reading!

And why are libraries the driving force behind Love2Read? It's because the ability to read has never been so important for Australians. In our rapidly changing, technology-dependent society, literacy has become a basic survival skill and those who can't read or write fluently are at risk of being left behind.

Schools and other formal educational institutions are only one part of the story. If children are not able to develop pre-literacy skills within the first three years of life, their achievements at school and in the workplace are already under threat.

Libraries, kindergartens and child care centres are vital participants in helping Australia to become a reading nation.

46% of Australians without the literacy skills to meet the basic needs of daily life: we need to take action.



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3 We know it will work – the UK experience

The UK's National Year of Reading ran from January to December 2008 and was 'successful in starting to shift attitudes to and behaviours around reading with specific target audiences'.

These are a few statistics that show the success of the UK campaign:

- 6,000 National Year of Reading events registered on the website
- 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

Our Australian venture won't be exactly the same, but we are being mentored through the National Year of Reading 2012 by The Reading Agency, a lead partner in the UK initiative. This means we can benefit from the UK experience, adapting some of the great ideas and avoiding the pitfalls.

The same ...

Legacy

We are following a similar path of fun, consumer-facing reading activities, underpinned by the search for evidence, impact and sustainable practice.

- 2012 will be a year when the public's attention is attracted by an even stronger focus on reading and literacy.
- Our legacy from the year will be a framework which will feed into social attitudes, family behaviours, government policy, educational and early years practice.



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Partnership

Partnership is critical to the success of the campaign. It will enable us to increase the reach and profile of Love2Read exponentially. These are just a few examples:

- We will be partnering with the Indigenous Literacy Project, Northern Territory Library and Queensland Indigenous Knowledge Centres, to ensure that Indigenous story-telling and literacy has a central role in the National Year of Reading.
- We will be partnering with the Australian Children's Literature Association for the first Australian's Children's Laureate to be appointed for 2012.
- We will be partnering with major employers and state-based writers centres to develop writers-in-residence programs, introducing reading improvement opportunities into the workplace.

Inclusive

While we will work extensively with children ...

- A national family literacy program, supporting the projects that are already running in several states, will be on our wishlist for government support.

... the National Year of Reading will be for everyone.

- There will be adult stories available as 'free reads' for people who haven't developed strong literacy skills and are keen to do so, but find themselves without age-appropriate reading matter.
- Our message will be that it doesn't matter what you read – romance and adventure are just as relevant as a classic novel. Everyone can start their reading journey with content that they find interesting and engaging. It doesn't have to be Shakespeare.
- The story can be in any format – books, e-books, novellas, magazines, screen games. And it doesn't have to be a story. Non-fiction is fine too, and then there's poetry, graphic novels, newspapers, song lyrics ...



National Year of Reading 2012

Outcome

The National Year of Reading 2012 will help Australians increase their reading confidence, literacy, IT literacy, vocabulary and general knowledge. It will connect the value of reading with the benefits of success in life and work.

... But different

Timescale

We have a longer planning period (24 months compared with less than a year) in the build-up to the National Year of Reading. This gives us a head start in terms of developing partnerships with the public sector, charities, voluntary groups, social enterprises and businesses.

It also gives all those organisations that provide the backbone of reading and literacy projects time to factor the National Year of Reading into their planning cycle.

Target audiences

Our focus groups will be different. While the National Year of Reading 2012 has the potential to reach every Australian:

- A key partner for the year will be the Indigenous Literacy Project.
- We will be taking the National Year of Reading to regional and remote communities.
- Reading won't just be about reading text in English, it will embrace other languages.

Driving force

In the UK, the campaign was initiated by government, with an invitation for libraries to be an essential delivery partner (which they accepted with alacrity). In Australia, the reverse is true. The National Year of Reading 2012 has begun with libraries. Now we hope government and other major partners will join us in this exciting enterprise.



National Year of Reading 2012

What we can learn from the UK experience

Critical success factors for the National Year of Reading

A strong identity

A national campaign needs to be easily identifiable and highly visible. While much of the activity will happen at a local level, there needs to be a strong national presence.

Insightful messages

People don't necessarily want to read for pleasure. Our aim is to change that thinking with messages that appeal to different mindsets. In the UK, the various messages included:

- Reading with your children is easy, rewarding and can be life-changing
- You may not think you are a reader but you love song lyrics and they're reading too!
- Reading is about what you love

Effective partnerships

A network of partnerships takes the campaign to unexpected places. It is important to reach out to potential readers and enter their space, not wait for them to come to us.

We need a wealth of creativity, with stimulating community-based reading activities, as well as a few high profile national programs.

Strong evidence

If we are to persuade our audiences that reading is an important activity and skill for individuals, families and society, we need convincing arguments, built on a strong evidence-base.

Good PR

National media partnerships and headline-making campaigns are needed to keep the campaign front-of-mind throughout the year.



National Year of Reading 2012

A framework for the future

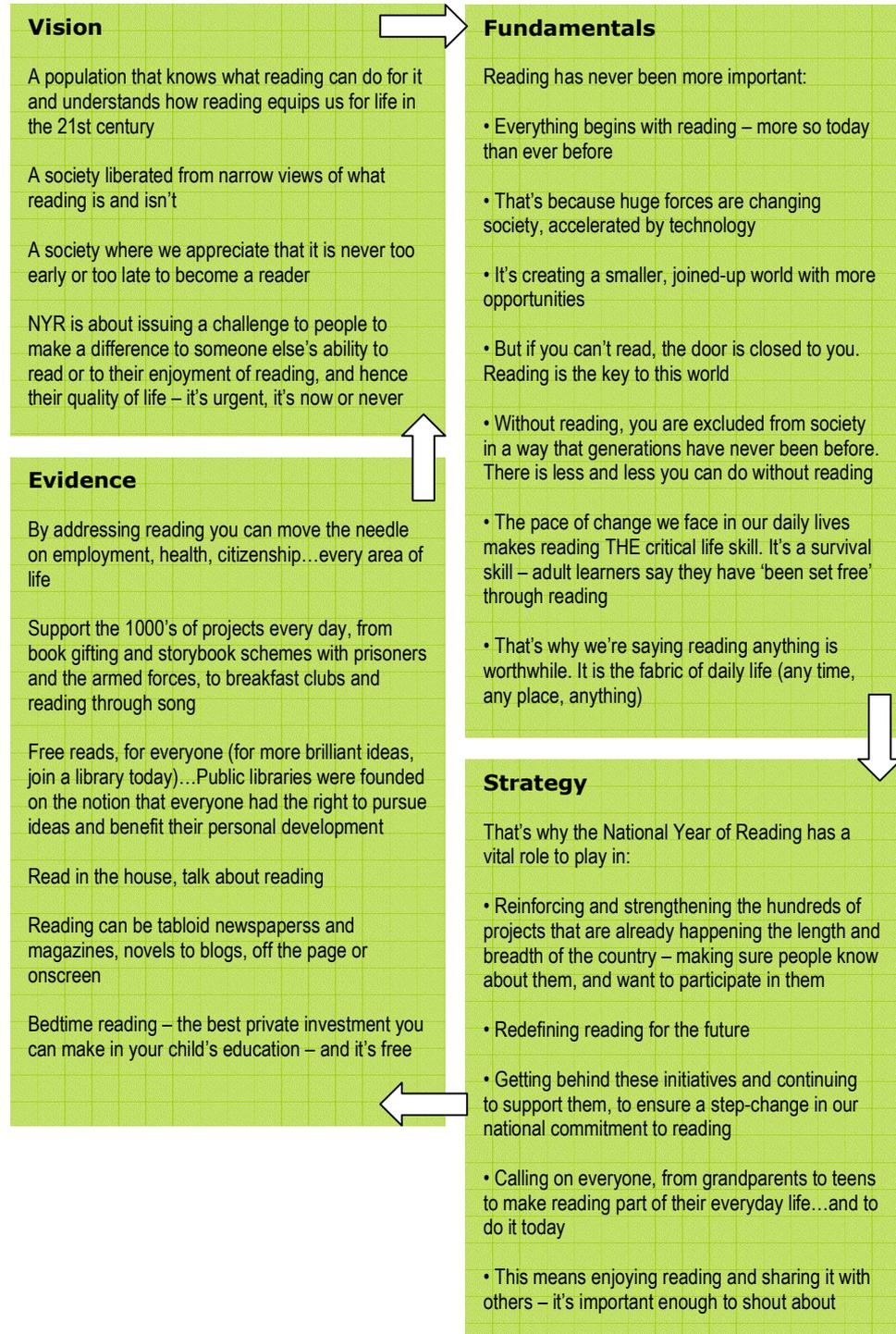
The UK experience in 2008 resulted in a framework for supporting the further development of a nation of readers. We will take the six elements as the basis for our work in 2011-2012; assessing their relevance to the Australian situation and changing, adapting or refining the detail.

- Researching the audience with the potential to commit to a longitudinal study of reading behaviours
- Researching effectiveness and impact to build a stronger case for reading, with data-sharing on a national scale
- Targeting activity using effective and tailored methods
- Coordinating local initiatives, including cross-council strategies
- Enabling professionals; sharing good ideas, online and through existing networks
- Planning and coordination, with a special emphasis on government departments working together to improve literacy and encourage reading



National Year of Reading 2012

The UK's National Year of Reading message wheel





National Year of Reading 2012

4 Our National Year of Reading vision and strategy for Australia

Love2Read, the National Year of Reading 2012, is about children learning to read and keen readers finding new sources of inspiration. It's about supporting reading initiatives while respecting the oral tradition of storytelling. 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.

Nearly half our population can't read with any fluency. It's a shameful and worrying statistic. So how can we turn Australia into a nation of readers?

Four strategies

Belief in the positive power of reading

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

Beyond literacy, it contributes to our personal well-being, health, social and economic outcomes. It even helps with our vocabulary and attention-span.

Reading builds relationships in families, with others, and increases our understanding of ourselves and who we are in relation to others.

Library staff, teachers and other professionals are well-versed in the benefits but there is not the same depth of understanding in the wider community. Love2Read aims to spread the message, to help change behaviours and to encourage a reading culture in the home.

Accessibility and inspiration for struggling and reluctant readers

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 taste 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, and in some cases in languages other than English.



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The National Year of Reading will also appeal to book lovers. We want people who read to try new things and to become advocates for reading with their peers.

Good government policy and practice

The National Year of Reading will give all three levels of government – local, state/territory and federal – the opportunity to showcase best practice from family literacy initiatives through to reading therapy for people in aged care facilities.

This campaign provides the opportunity to create a new level of cross-government, cross-council involvement in literacy, which can continue far beyond 31 December 2012.

A joined up approach

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.



National Year of Reading 2012

5 What the National Year of Reading 2012 will look like

This is how the National Year of Reading 2012 is shaping up in Australia.

Strong identity

Firstly, there is the public-facing Love2Read identity, which will appear on books, posters, advertisements, partner websites and all kinds of marketing collateral.



National Year of Reading 2012

The Love2Read flower can be used on its own or with the 'National Year of Reading 2012' text. It is available in a variety of colours and the elements can be split and used in different ways, for example petals morphing into skateboards.





National Year of Reading 2012

The right messages for different audiences

While the UK National Year of Reading was very much about disengaged and 'hard-to-reach' audiences, we believe the Australian National Year of Reading must appeal to the 54% of Australians who can read, as well as to the 46% of the population who don't have the basic literacy skills they need for daily life. This will give us critical mass, reach and profile.

So, our national campaigns will have broad appeal, while providing professionals at a local level with the opportunity to target groups with particular needs.

At a national level, we will identify and define key target groups and produce a series of messages. These will be used to support national marketing and promotional activity and can be refined to suit the local situation.

Target groups have yet to be fixed but:

- We have already had discussions with family literacy program providers in South Australia (the Little Big Book Club), Victoria (the Young Readers Program) and Western Australia (Better Beginnings).
- We have the advice and support of the Centre for Youth Literature (part of the State Library of Victoria).
- We are talking to university and TAFE libraries, as well as special libraries (health, government, business).
- We are partnering with the Indigenous Literacy Project and have the support of the Northern Territory Library and the State Library of Queensland (Indigenous Knowledge Centres).
- We are talking to Vision Australia about how we make Love2Read a campaign that encompasses people with print disabilities. We have also had initial discussions with the Australian Speech Pathology Association about literacy as a support for verbal communication.
- At the Australian Library and Information Association Public Libraries Summit in Canberra in July 2009, children and early literacy; health and ageing; social inclusion and digital citizenship were the four themes. Libraries have confirmed the first three as essential ingredients for the National Year of Reading.



National Year of Reading 2012

Effective partnerships

The National Year of Reading 2012 is very much a collaborative activity. We have begun the process of engagement, but the next 18 months will see many more partnerships formed.

The founders and financial partners are:

- Australian Library and Information Association
- ACT Library and Information Service
- Northern Territory Library
- Public Libraries Australia
- Public Libraries New South Wales (Country)
- Public Libraries South Australia
- Public Libraries Victoria Network
- Public Libraries Western Australia
- State Library of Queensland
- State Library of Tasmania
- State Library of Victoria
- State Library of Western Australia

Support has also been expressed by the National Library of Australia; State Library of South Australia; Australian School Library Association; Public Libraries New South Wales (Metropolitan) and the School Library Association of Victoria.

The National Year of Reading has been prompted by libraries, but its success depends on wide-ranging partnerships. Early discussions have taken place with:

- ABC
- Australia Council for the Arts
- Australian Booksellers Association
- Australian Literacy and Numeracy Foundation
- Australian Publishers Association
- APA Children's Publishing Committee
- Australian Speech Pathology Association
- Australian Society of Authors
- Centenary of Canberra
- Central Queensland University
- Children's Book Council of Australia
- Get Reading
- Indigenous Literacy Project



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- Little Big Book Club
- Publishers – Hachette, Omnibus/Scholastic, Penguin, Walker Books,
- Pyjama Foundation
- SBS
- The Wheeler Centre for Books, Writing and Ideas
- Vision Australia
- Writers Centres (Northern Territory, Queensland, Western Australia)

And there are many more meetings to follow in the latter half of 2010.

Strong evidence

We can't rely on well-intentioned guesswork. A project of this magnitude needs clear evidence, based on thorough and robust research. We have already begun this process with a literature review (Appendix B). A large part of our legacy will be the research to inform future literacy programs.

Good PR

We have invested a great deal of time and effort in making connections with potential partner organisations in the early stages of the National Year of Reading 2012. Between February and the end of May 2010, we have been in Adelaide, Brisbane (twice), Canberra (three times), Darwin, Hobart, Melbourne (home-base), Perth, Sydney (three times). We have spoken to approximately 220 industry professionals. Behind the scenes, we have already established good relationships, with the potential for everything from mutually supportive goodwill through to exciting and innovative projects.

We launched the National Year of Reading to the library sector, book trade and potential partners, the week commencing 11 July 2010, at the Australian Booksellers Association conference in Brisbane; the Impact 2010 public libraries conference in Albury, NSW, and at the Parliamentary Librarians conference in Darwin, NT. Over the coming months, libraries around Australia will be sending out their own invitations to potential partners and a flyer will be freely available (see over for previews).

We have launched a Facebook site at

<http://www.facebook.com/pages/Love2read/122105507810855?ref=sgm>

Within three weeks of setting it up, we had 430 followers, including at least two high profile Australian authors. We have also had 'preview' mentions in *Bookseller+Publisher* and *Australian Library News*; an inside-front-cover advertisement in *InCite* magazine (for Australian Library &

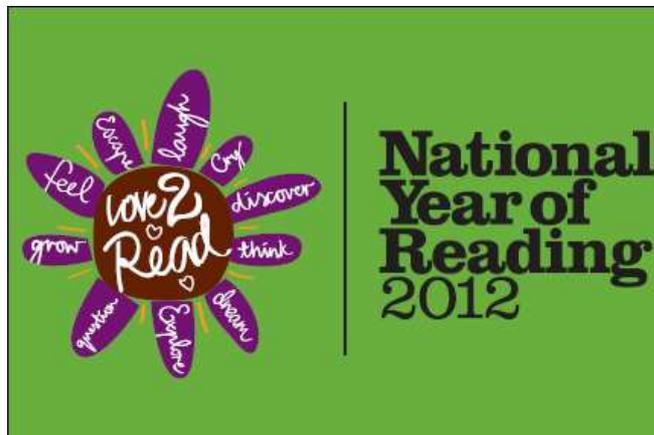


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Information Association members) and an insert in *APLIS* (Australasian Public Libraries and Information Services).

Our website is live at www.love2read.org.au and over the latter half of the year, the website will be the focus of attention to flesh out the various sections.

We will be negotiating media partnerships with major broadcasters, newspapers and magazines throughout 2011, culminating in the official launch of the National Year of Reading on Tuesday 14th February, 2012.



Australian libraries are behind a campaign to make 2012 the **National Year of Reading**.

The **National Year of Reading** will involve collaboration between libraries and a host of organisations in government, the community, and book world, and we have been asked to nominate our own special partners for the event.

We would like to talk to you about how we can work together to make 2012 a year when people discover and rediscover the joy of **reading**.

Find out more at www.love2read.org.au

RSVP _____

*Above: Front and back of promotional postcard
Over page: Promotional flyer*



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6 Our action plan and timeline

Everyone we have spoken to about the National Year of Reading has said 'what a great idea' or words to that effect. At this stage, we don't have guaranteed funding, but we do have the support of libraries around Australia; the enthusiasm of potential partners, and 18 months in which to create some amazing initiatives.

A secure national base

Libraries are behind Love2Read. So, whether or not further funding and partnerships can be developed, there will be a National Year of Reading in 2012.

With libraries on board, it means that already we have several thousand real world 'shop windows' for the campaign, as well as a multitude of online opportunities, because every library has its own website.

Structure

There is a small national administrative team, with a governing body of founder partners and a soon-to-be-appointed advisory panel.

The governing body comprises:

- Jan Richards, Chair, Australian Library and Information Association Public Libraries Advisory Committee
- Vanessa Little, Director, ACT Library & Information Service
- Jo McGill, Director, Northern Territory Library
- Sylvia Swalling, Chair, Public Libraries Australia
- Graham Smith, Chair, Public Libraries New South Wales (Country)
- Janice Nitschke, Chair, Public Libraries South Australia
- John Murrell, President, Public Libraries Victoria Network
- Julie Caddy, Chair, Public Libraries Western Australia
- Jane Cowell, Director Public & Indigenous Library Services, State Library of Queensland
- Siobhan Gaskell, Director, State Library of Tasmania
- Margaret Allen, Chief Executive Officer and State Librarian, Western Australia



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Although national programs will be created centrally, the key to success for the National Year of Reading is for local groups to take the initiative and roll out these programs in a way that suits local circumstances.

In the UK, there was a local authority-led steering group in most regions. For our Australian National Year of Reading, we will be asking for the active involvement of councils, the Local Government Association and the Local Government Managers' Association, to work with libraries, literacy agencies, schools and universities/TAFES, businesses, faith groups, volunteers and community organisations, to drive local initiatives.



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	Relationships and internal communications	Partnerships and external communications
July to December 2009	Discussion in the library world to agree the initial funding and the way forward for the National Year of Reading	Initial contact with federal government departments
January to June 2010	<p>The Library Agency commissioned to take the project forward for 2010</p> <p>Founder partners confirmed</p> <p>Public, school and state/territory libraries on board</p> <p>Logo design and identity produced</p> <p>Facebook community established</p> <p>Business case and scoping document</p>	<p>Initial contact with:</p> <ul style="list-style-type: none"> • Literacy campaigns • Other reading-related bodies • Library and book trade associations • Arts/literature organisations
w/c 11 July 2010	Launch of National Year of Reading at various library and book industry events	
July to December 2010	<p>Governing body in place</p> <p>Library associates confirmed:</p> <ul style="list-style-type: none"> • University • TAFE • Special • Prison <p>Launch and further development of website</p>	<p>Advisory panel established and local steering committees initiated</p> <p>Develop contacts with:</p> <ul style="list-style-type: none"> • Media partners • Publishers • Writers Centres • State-based Reading Challenges • Literary festivals and awards • Major employers • Teaching networks • Youth groups <p>Discussions with potential funding partners</p>
January to June 2011	<p>2012 calendar and program schedule developed</p> <p>Regional meetings with National Year of Reading steering groups</p> <p>Create research brief</p>	<p>Recruit celebrity supporters</p> <p>Confirm partnerships – media; branding; program delivery</p> <p>Begin to develop programs</p>



National Year of Reading 2012

	Relationships and internal communications	Partnerships and external communications
July to December 2011	<p>National Year of Reading team in place:</p> <ul style="list-style-type: none"> • General manager • Project manager • Administrator • Webmaster • Partner development • Media and communications <p>Evaluation; KPIs and measurement tools in place</p> <p>Production of advertising, promotional and marketing materials</p> <p>Further development of the website as a resource for reading professionals</p> <p>National Year of Reading conference for professionals in the field</p> <p>Baseline research into attitudes to reading and reading behaviours among target groups</p>	<p>Partner programs developed and put in place</p> <p>Gear up media coverage</p>
14 February 2012	Launch of the National Year of Reading	
February to June 2012	Deliver national programs	<p>Partner program delivery</p> <p>Media activity</p>
July to December 2012	<p>Deliver national programs</p> <p>National Year of Reading conference and awards event – November/December</p> <p>Research to identify the shift in attitudes and behaviours</p>	<p>Partner program delivery</p> <p>Media activity</p>



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7 National programs

While much of the activity will happen at a local level, for the National Year of Reading to have the right degree of impact, we need a few high profile national campaigns.

In the UK, there were more than 10 national campaigns. For 2012, we are focusing on just a few, in the sure and certain knowledge that our partners are developing further national programs:

Love2Read marketing

We will be developing marketing and promotional materials initially for libraries. Window decals will provide a statement piece of branding, supported by mobiles, posters, bookmarks, stickers, email signatures and other devices. These will be made available to partners for co-branding.

We will be recruiting politicians and celebrity endorsers with the aim of making a TV, cinema and magazine advertisement. We will need to pay for production costs but will aim to negotiate the airtime/space free of charge.

Library membership campaign – ‘a surprise on every page’

We will run a nationwide membership drive, using the National Year of Reading to attract people into libraries and to support family literacy initiatives.

Love2Read website

A front end for consumers; pages for professionals: the Love2Read website is being designed by an agency that specialises in the music business. We have chosen Flip Design especially for their creativity and engagement with young people.

Up front will be a moderated web-based community of readers, interlinked with Facebook, MySpace, Twitter and emerging social media sites.



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For professionals, there will be online training courses, downloadable reports and materials, a discussion board, special interest groups and the opportunity to share knowledge and experiences.

One Country Reading

Several cities have adopted the One Book One City approach – Edinburgh with *Kidnapped* and *Dr Jekyll and Mr Hyde*; Chicago with *To Kill a Mocking Bird*; Dublin, *The Picture of Dorian Gray*, and Brisbane, *The Kingdom Where Nobody Dies* (2005).

We will base our multi-tiered version of the program around a much-loved Australian children's book, Alison Lester's *Are We There Yet?*

We will develop this theme of travel and places for a junior, young adult and adult audience, using a variety of different media.

There will be books and e-books available through libraries and bookshops. There will be quick reads to download from the Love2Read website.

Some of the stories will be developed in forms that give people with poor literacy skills the opportunity to read 'grown up' material, in simple language. Others will be made available in Braille and as audio downloads.

Love2Read magazine

We plan to publish two editions of a special Love2Read magazine, which will be made available through libraries, bookshops, cafés and other retail outlets.

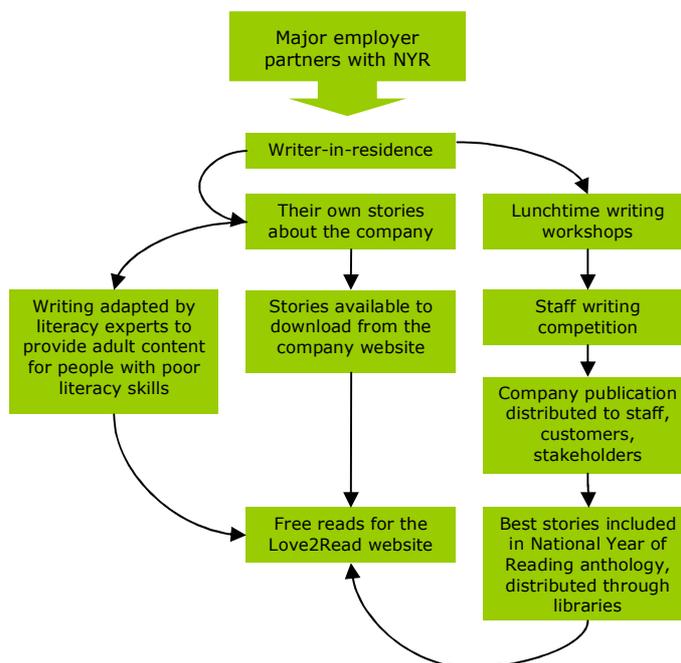
The magazine will feature activities and stories produced for the National Year of Reading.



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Workplace literacy

We will be working with major employers to create a writer-in-residence program, linked with writing workshops for employees who want to develop their creative skills, and literacy initiatives for those who struggle with reading and writing.





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8 Budget

As an indicative budget, we are seeking just under \$7 million for the 30 months from January 2011-June 2013.

Libraries will continue to contribute what they can to the National Year of Reading, but to deliver the campaign on a national scale, we need substantial support from federal government.

We will also be approaching philanthropic organisations, and there will be an element of self-funding for projects, for example the workplace literacy initiative.



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APPENDIX A Frequently Asked Questions

Why reading, not writing?

Reading focuses the attention on the consumer; writing focuses the attention on the producer. Most of us are able to improve our reading skills, not all of us have the creative gift for writing.

Who owns the National Year of Reading?

The National Year of Reading will be an entity in its own right. We are setting up a Not-For-Profit unit, which will manage the campaign from January 2011 through to July 2013.

In the meantime, The Library Agency has been commissioned by libraries to scope the project, initiate the design and identity, create an online presence, establish a community and develop the partnership framework.

An initial \$60,000 has been invested in the campaign by state and public libraries and library associations across Australia, specifically:

- Australian Library and Information Association
- ACT Library and Information Service
- Northern Territory Library
- Public Libraries Australia
- Public Libraries New South Wales (Country)
- Public Libraries South Australia
- Public Libraries Victoria Network
- Public Libraries Western Australia
- State Library of Queensland
- State Library of Tasmania
- State Library of Victoria
- State Library of Western Australia



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What is The Library Agency?

The Library Agency comprises Sue McKerracher and Donna McDowell.

Sue McKerracher is a library specialist who worked with the British Library and Museums, Libraries and Archives Council in England.

Now based in Victoria, she has been involved with several ALIA public library initiatives in 2009, including the Public Libraries Summit and the creation of a national vision and framework for public libraries. She has carried out projects for the Centre for Youth Literature and produced a report on teenage literacy for the State Library of Victoria entitled *Keeping Young Australians Reading*.

Sue comes from a communications background. She trained as a journalist; ran her own successful PR agency in London; took time out to have a family; then returned to work as a freelance.

From 2003 – 2005, she was contracted by the Museums Libraries and Archives Council (MLA) and the Department for Culture Media and Sport to develop and action a marketing strategy for English public libraries working with the Office of the Deputy Prime Minister and the Department for Education and Science.

Public library visits in the UK fell from 340 million in 1993 to 270 million in 2002. From 2002 through to 2006 (the period of the MLA marketing initiative) there was an increase in visits, to 290 million.

Donna McDowell spent 30 years in the health sector, latterly in administration. Donna handles project management and administration.

Where will the funding for 2011 and 2012 come from?

Our fundraising drive takes place in two phases, from July 2010 to December 2010 and from January 2011 to June 2011. Our aim is to gain sufficient funding for the management of the National Year of Reading in the first round, and a greater sum in the second round to pay for the collateral and expenses incurred in running the campaign itself.



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APPENDIX B Some of the things that happened in 2008 in the UK

Libraries

Library staff went out on buses, to train stations and shopping centres to talk to passengers and shoppers about their favourite books and to give away goody bags containing books and membership forms.

More than 70% of the library network teamed up with authors and as a result, more than 8,000 people attended related events in libraries.

There was a Join Your Library Day in April 2008.

Media

Millions of young mothers were reached through popular women's magazines, with features explaining the benefits of reading to their babies and toddlers. Some 22,000 people took part in the BBC's RaW roadshow, which targeted deprived urban areas.

A four-page supplement in the *Daily Mirror* about the joy of libraries was sent to one million homes and a further 600,000 were circulated through *The Sunday People*. 250,000 picture books for children were distributed by *The Sun* newspaper and 30,000 'quick reads' by the *News of the World*.

A celebrity TV commercial was produced and used as a filler advertisement by a range of channels. There was no budget to pay for the airtime, but broadcasters were generous in their support.

The BBC gave the National Year of Reading extensive coverage and Sky News ran a library membership campaign.

Footage of Narnia actress Georgie Henley talking about her love of reading was provided free by Disney for the National Year of Reading website and this was screened at special film launch cinema events.

Workplace

HGV learner-drivers were specially targeted and given opportunities to improve their reading. Small businesses were involved and the reading campaign spread to 2,400 working men's clubs.



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British Telecom, Royal Mail and local libraries partnered in a scheme to provide male reading buddies for school children, to help engage and support boys with their reading.

Schools

Reading gardens were created in schools and the National Year of Reading Garden won a silver award at the Hampton Court Flower show.

Online

The National Year of Reading supported professionals in schools, libraries and other settings, with a website of relevant and useful materials. The most popular download was *Help with Reading*, a free guide to encourage more people and organisations to volunteer for reading projects.

Wikireadia was set up, enabling professionals to share knowledge in a way that had not been possible previously. By the end of the year, there were more than 1,000 pages, with a core contributor base of 750.

In addition to the main National Year of Reading website, there was a thriving Facebook group of more than 1,500 members, a Piczo suite of pages for teens, a YouTube channel and a presence on MySpace and Flickr.

Government

Prime Minister Gordon Brown launched the National Year of Reading and a special ceremony to reward the UK's Reading Heroes, was held at 10 Downing Street. The 33 recipients included author Anthony Horowitz, glamour celebrity Katie Price and prisoner Pete, recognised for helping fellow inmates gain life-changing literacy skills.

Local government steering groups ran the National Year of Reading in their areas, through local authority coordinators. This created a new set of cross-council, cross-community partnerships, which have been continued in many places.

At least one chief executive of a county council used his blog to promote National Year of Reading and share his holiday book choices.



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Research

A study with teenagers identified magazines with a high degree of celebrity content as their most popular reading material. Interestingly, the 'Harry Potter' series came both fifth in teenagers' list of likes and eighth in their list of dislikes.

Legacy

The National Literacy Trust, The Reading Agency and other organisations involved in the National Year of Reading 2008 went on to launch the Reading for Life campaign in spring 2009. This campaign was based on the evidence that reading is at the heart of social justice.

Publishers

Asian women were discovered to have a strong attraction for romantic fiction. They were attracted by the escapism; light, easy read, and because it resonated with their own cultural heritage. It was a perfect match for a partnership with Mills and Boon.

The National Year of Reading won the HarperCollins Award for Expanding the Retail Market.

National campaigns

Much of the activity around the National Year of Reading 2008 took place at a local level, but there were also major national campaigns:

Bedtime Reading

Persuading parents to read to children

Reading Gardens

Encouraging young people to think about reading as something that happens in the classroom and outside it

Read Up/Fed Up

Researching teenage reading habits

Help with Reading

Promoting volunteering



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Words are Ours

Children's laureate Michael Rosen composed the poem *Words are Ours* and there was a related competition for children's poetry through schools

Telling Tales

Competition for reading aloud

Reading Heroes

Case studies showing how reading impacts on people's lives and awards recognising some unlikely reading champions

Love Lyrics

The importance of all kinds of words, including song lyrics, with a campaign fronted by Mr Midas

Get It Loud in Libraries

Musical events in libraries

My Personal Best

Asking sports stars to share the text that has provided the greatest inspiration in their professional lives

Garron's Dares

Online dares for boys, posed by actor Garron Mitchell, promoted through YouTube



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APPENDIX C

Love2Read: National Year of Reading 2012 Why reading matters

Introduction

The importance of reading for pleasure, the development of competent reading skills and the need to improve literacy rates is widely recognised in Australia. It is evident in the range of policies and programs already implemented or proposed at a federal, state and local government level. Examples of recent Federal Government initiatives include the NAPLAN testing program and MySchool database; the Language, Literacy and Numeracy Program; the Get Reading campaign; and National Literacy and Numeracy Week.

Why is reading important?

At its most basic level, reading is a pleasurable pastime that has many positive outcomes for the individual. It provides inexpensive entertainment, contributes to a person's well being, and provides a connection with others. It is a means of acquiring knowledge and self development, enabling readers to understand and empathise with people of different eras, cultures and situations.ⁱ

Reading promotes literacy skills that are the foundation for lifelong learning and are a means to participation in education, employment opportunities and full participation in modern society.ⁱⁱ

The ability to read has never been so important, as society and its use of technology changes at an ever increasing pace. Reading has become a basic survival skill and little can be achieved without it.ⁱⁱⁱ

Babies and preschoolers

It is widely accepted that the early years of a child's life are the most significant learning period. Research has shown that 75% of brain development occurs in the first three years of life. Early learning is central to ensuring all children achieve their potential. Reading to babies and young children has a significant effect on their literacy development. It helps in the development of pre-literacy skills that are needed to learn to read.^{iv}



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Children

According to the Australian Bureau of Statistics 2009 study of *Children's participation in cultural and leisure activities*, in the two week period prior to the survey, more than a quarter of children (28%) didn't do any reading for pleasure. For girls, the figure was one in five; for boys, it was one in three.^v

The *Melbourne declaration on education goals for young Australians* made by all Australian Education Ministers in 2008 acknowledged the importance of literacy and numeracy as a cornerstone of the curriculum in early childhood education and primary and secondary schools.^{vi}

Youth

The ability to read and understand instructions is a basic requirement for success in all school subjects.

A major international student assessment, the *Program for International Assessment* (PISA) was undertaken by the OECD in 2000 and has been replicated every three years since then. The aim of PISA is to monitor the capacity of 15 year old students to apply their skills and knowledge in literacy, maths and science to meet real life challenges.

The survey divides the student scores into five reading proficiency levels. It is assumed that students who do not reach reading Level 2 cannot perform the most basic reading task and will experience difficulties in their lives beyond school unless they can be helped to improve their reading literacy skills.

It was of grave concern that 12% of Australian students in 2000 failed to reach Level 2 and were deemed not to have the necessary literacy skills to enable them to be successful in life beyond school.^{vii viii ix x}

Attitudes to reading have been shown to be an important variable in relation to literacy achievement. Students who have positive experiences with reading are more likely to demonstrate higher levels of achievement in reading. *PISA* found that a high proportion of our students (33%) never read for enjoyment.

The *National Assessment of Educational Progress* (NAEP) report confirmed the importance of a positive attitude to reading. The report assessed the reading skills of 9, 13 and 17 year olds in the United States over three



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decades. At all three ages, students who indicated that they read for pleasure almost every day had higher average scores than those who said they never or hardly ever read for fun. Reading for pleasure supports attainment of satisfactory literacy standards and correlates with academic achievement.^{xi}

Adults

Well developed reading literacy is necessary to function well in adult life. The *Adult Literacy and Life Skills Survey (ALLS)* was conducted in Australia as part of an international study coordinated by Statistics Canada and the OECD in 2006. ALLS was designed to measure literacy that can be linked to social and economic characteristics of people within and across countries. The study evaluated prose literacy (ability to read documents such as newspapers), document literacy (ability to use train timetables and similar materials), numeracy and problem solving skills, and the ability to understand health related information (such as reading labels on medicines). A concerning result of the study was that only just over half of the adult Australian population (54%) were found to have the literacy skills they needed to enable them to meet the demands of everyday life and work.^{xii}

The findings of the ALLS correlated with a *National Endowment for the Arts* report: *To read or not to read: a question of national consequence*. The report considered American reading trends and determined that, as reading rates decline, so too do educational achievements. With reduced reading and writing ability come fewer opportunities for gaining and retaining employment. Poor reading correlates with lack of employment, lower wages and fewer opportunities for promotion.^{xiii}

A recent study by the UK National Literacy Trust supported these findings. Poor literacy was identified as a key inhibitor to an individual's economic progress in the future. Disturbing statistics were identified in the report relating to adults with low literacy levels including: 22% of men and 30% of women live in non-working households; 63% of men and 75% of women have never received a promotion at work. Some 41% of employers surveyed indicated that they were concerned about the literacy levels of prospective employees.^{xiv}

The *National Endowment for the Arts* report also found that good readers played a more active role in cultural pursuits and community activities. They were more than twice as likely as non-readers to volunteer or perform charity work.^{xv}



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Indigenous Community

Poor literacy skills are a major issue for the Australian Indigenous community, with literacy levels significantly below those of other Australians.

NAPLAN testing in 2008 and 2009 highlighted the gap between Indigenous and non-Indigenous students. 40 - 50% of students in Indigenous schools failed to meet minimum standards.

The *PISA* studies also allowed for comparison of Indigenous and non-Indigenous students literacy levels and the disparity of educational outcomes for the two groups. The *PISA* results for 2000 showed that 33% of 15 year old Indigenous students were performing below the base line for reading.^{xvi}

The *Melbourne Declaration* specifically acknowledges the inequality in education for Indigenous students and undertakes to improve educational performance so that they match that of non-Indigenous students.^{xvii}

Further to the Melbourne Declaration, the Ministerial Council for Education, Early Childhood Development and Youth Affairs has drafted an *Indigenous education action plan 2010 – 2014*. The plan recognises the importance of reading and specifically aims to halve the gap for Indigenous reading, writing and numeracy. Low literacy standards have a flow on effect, limiting participation in further education programs, employment and overall engagement in Australian society.^{xviii}

A recent report released by the *Centre for Independent Studies* discussed issues in Indigenous education. It highlighted the employment difficulties faced by young Indigenous adults who have left school without basic literacy and numeracy skills. The study estimated that there were 10,000 illiterate and non-numerate young Indigenous adults in the Northern Territory, and more than this throughout Australia.^{xix}

Socio-economic Disadvantage

Low socio-economic status affects literacy and numeracy. This in turn means that those affected are less likely to complete secondary education and undertake further education and more likely to be unemployed and face long term economic disadvantage.^{xx}



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In the United States, the *National Assessment of Educational Progress* (NAEP) report found that access to printed material was associated positively with test scores for a variety of subjects. Although the students' scores also rose successively with the parents' education, it was determined that the number of books a student had access to remained a predictor of better test scores.^{xxi}

The NAEP conclusions were supported by a recent study, *Family scholarly cultures and education success*, which measured parents' scholarly culture by the number of books in the home and estimated the effect on children's education. The study analysed a number of international surveys into educational levels, but only included those that incorporated a question on home library size. They were able to analyse over 70,000 cases, with answers from 27 countries, including Australia, and found that large home libraries greatly enhance children's educational achievements. Even after other sources of influence on educational advantage such as parent's education, occupation or nationality were controlled, the effect of books in the home was still strong. Having books in the home has a greater impact on children in the most disadvantaged families. It is at the lower end of the scale, where books are scarce, that each additional book matters most.^{xxii}

By providing free access to a wide range of reading materials, our public libraries and other program initiatives can encourage reading and positively influence the educational outcome for students of all ages from disadvantaged socioeconomic backgrounds.^{xxiii}

Migrants

It appears that migrants with non-English speaking backgrounds are achieving success through programs such as the Adult Migrant English Program.

The *Adult Literacy and Life Skills* survey found that 50% of recent adult migrants with English as a second language had the document literacy skills at or above Level 3, and were considered able to meet the demands of everyday life and work compared with a 1996 study where the rate was 32%. Significantly, this is higher than the 47% achieved by non-migrant Australians. For prose literacy there was an increase from 22% in 1996 to 38% in 2006.^{xxiv}



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Seniors

In 2007, people aged 65 years and over constituted 13% of Australia's population. This is projected to increase to around 25% in 2056. Studies have shown the importance of remaining physically and mentally active to maintain a high quality of life. The 2006 *ALLS* survey showed that literacy levels tend to decrease with age, with higher proportions of people in the older age groups attaining scores that indicate they are unable to meet the demands of everyday life.^{xxv} Continuing to read can help maintain literacy and cognitive levels and have a positive influence in the lives of our ageing population.

Publishing and related industries

In 2009 it was reported that the Australian book industry contributed \$1.3 billion a year to the Australian economy. Encouraging strong reading practices develops committed readers who both borrow and buy books, thus supporting our significant publishing industry. By encouraging reading, we are also encouraging the next generation of writers and others involved in literature-related occupations.^{xxvi}

Conclusion

Reading is a fundamental skill that every Australian needs to survive and thrive in the modern world, yet nearly half our population cannot read fluently and with confidence. Literacy is a key factor in a person's ability to connect with society and make positive life choices, yet successive generations are growing up without a love of reading.

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ⁱⁱ Australian Bureau of Statistics. (2008). Adult literacy and life skills survey; summary results; Australia; 2006 (Reissue) 4228.0. Canberra: ABS.
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ⁱⁱⁱ Thomson, Andrew. The National Literacy Trust. (2009) *Reading the future*. London: Reading for Life; National Literacy Trust.
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^{iv} Allen, Margaret. *Making a difference – better beginnings family literacy program*. A paper for the ALIA Public Libraries Summit, 26 March 2009.

^v Australian Bureau of Statistics. (2009). Children's participation in cultural and leisure activities 4901.0. Canberra: ABS, Canberra.
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^x PISA Task Force. (2003). *Policy and Practice Implications of the Program for International Student Assessment (PISA) 2000. Report of the International Reading Association PISA Task Force*: Newark, Delaware: International Reading Association

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^{xii} Australian Bureau of Statistics. (2008). *Op. Cit.*

^{xiii} Iyengar, Sunil. & Ball, Don. & National Endowment for the Arts, Office of Research & Analysis. (2007). *Op. Cit.*

^{xiv} Thomson, Andrew. The National Literacy Trust. (2009) *Reading the future*. London: Reading for Life; National Literacy Trust.

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^{xv} Iyengar, Sunil. & Ball, Don. & National Endowment for the Arts, Office of Research & Analysis. (2007). *Op. Cit.*

^{xvi} De Bortoli, Lisa Jean. & Thomson, Sue. & Australian Council for Educational Research. (2009). *The achievement of Australia's indigenous students in PISA 2000 - 2006*. Australian Council for Educational Research, Camberwell, Vic.: ACER.

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^{xvii} Ministerial Council on Education, Employment, Training and Youth Affairs. (2008). *Op. Cit.*

^{xviii} Ministerial Council for Education, Early Childhood Development and Youth Affairs. (2010). *Indigenous education action plan draft 2010-*



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^{xxxiv} Australian Bureau of Statistics. (2008). *Op. Cit.*

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