



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 gatekeepers, the activity hubs.

It is an opportunity to take the initiative with councillors, politicians, other council services, government departments, senior management committees. For the National Year of Reading, libraries not only have a seat at the table; they are at the head of the table.

Just imagine how you can use this to the long term advantage of your library service.

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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Make your plans and start to action them now. The sooner you begin, the sooner you can reap the benefits.

Here are a few thoughts about what you can do over the next few months:

1. Alert your staff and peers in other departments to the National Year of Reading and the exciting opportunities it could yield. There's a Powerpoint presentation, flyer, logos and animation available to download from the www.love2read.org.au website, to help you make the case for being part of this major national initiative.
2. Ask your staff what they would like to see happening in the National Year of Reading.
3. Get in touch with colleagues in nearby libraries and arrange to meet for coffee to talk through the National Year of Reading and how you can use it to best effect in your neighbourhood. Several heads are better than one when it comes to sparking ideas – and if you can share any extra workload, that's even better.
4. Together, or individually, approach local sponsors. While government funding is being sought, there are no guarantees and extra dollars could be needed.
5. Put a line under your email signature saying "We're supporting the National Year of Reading 2012 – www.love2read.org.au."
6. Find out if it's possible to link from your library web page to the National Year of Reading website.
7. Become a fan of the National Year of Reading on Facebook <http://www.facebook.com/pages/Love2read/122105507810855?ref=sgm> and stay in touch with what's happening.
8. Approach a couple of local heroes, especially sporting giants, and see if they would be willing to be your National Year of Reading ambassador.
9. Set up a National Year of Reading planning group, inviting senior figures and/or people you've always wanted to involve with the library but have never before had the chance to approach.
10. Think about how the National Year of Reading could tie in with your events calendar and create something special for February 14, 2012. It will be a double celebration of Library Lovers Day and the launch of the National Year of Reading.

8 September 2010