You may print or download ONE copy of this document for the purpose of your own research or study.

The University does not authorize you to copy, communicate or otherwise make available electronically to any other person any copyright material contained on this site.

You are reminded of the following:

- Copyright owners are entitled to take legal action against persons who infringe their copyright.
- A reproduction of material that is protected by copyright may be a copyright infringement.
- A court may impose penalties and award damages in relation to offences and infringements relating to copyright material. Higher penalties may apply, and higher damages may be awarded, for offences and infringements involving the conversion of material into digital or electronic form.
Laundry Reads

Another unique SLWA project, developed and managed by the SLFWA, was a project called Laundry Reads. This National Year of Reading project was initiated by a member of the community who operated a commercial laundromat business. The business owner, concerned about the low literacy levels of her staff and the difficulty she faced in identifying potential employees with the basic literacy skills needed to work within her business, approached the SLWA with a passion to improve the reading levels of not only her employees but also the wider Western Australian community. Together they developed the Laundry Reads project, which provided boxes of books and reading materials to 20 public laundries in the metropolitan and country areas of Western Australia. The project was funded by the laundromat business owner herself and the SLWA donated pre-loved library reading group book sets which were placed in the public laundries. Laundry users were invited to read the books and to leave comment slips for other readers. The project aimed to inspire people to rediscover the pleasure of books and redevelop the skill of reading. The Laundry Reads project ran from August until October in 2012 and consideration has been given to continuing the project after the National Year of Reading with the ongoing support from the commercial partner.

The Laundry Reads project received strong media attention, with features on Laundry Reads in both The Australian and The West Australian newspapers. Both articles highlighted the critical issues of low literacy within the Western Australian community and the role of this project in addressing this need. SLWA staff reflected that this type of media helped to raise the profile of SLWA and libraries in general, presenting them to the wider community as current, relevant and responsive to the literacy and learning needs of the community.

Read Out Loud event

The SLFWA, in consultation with the SLWA and the National Year of Reading WA Stakeholder Committee, developed an application to Lotterywest to resource a major National Year of Reading event called Read Out Loud. Lotterywest is a Western Australian organisation that has a long history of supporting community based projects using the proceeds from lotto games.

Read Out Loud was organised as a state-wide reading event to conclude the Western Australian celebrations of the National Year of Reading in 2012. The aim of this event was to remind people of the joy and importance of reading, especially when it is shared with others. A whole day reading relay event was held outside the SLWA in the Cultural Centre on Friday 16 November and similar events organised by local libraries through the public library network took place across the state.

The SLWA’s Read Out Loud event involved 400 readers; community members, National Year of Reading ambassadors, school children and high-profile Western Australians who took to the stage to read a range of materials from a paragraph from their favourite book, newspaper, play, poem, textbook, journal, or anything relating to the theme of the hour. The themes were inspired by those on the Love2Read logo: explore, question, laugh, discover, dream and escape. 600 visitors attended the readings and/or participated in the family and community activities that were on offer. SLWA reported that 23 public libraries ran their own Read Out Loud programs and that their Read Out Loud events across the state attracted over 4000 participants.

SLWA staff explained that the National Year of Reading enabled them to seek and secure new and significant funding from partners such as Lotterywest, providing them with unique leverage and clear messages about the literacy needs of the community and the role that SLWA can play in meeting those needs. The background statistics and information articulated by the National Year of Reading central project team were easily transferrable to a clear business case for resources which resulted in funding for projects such as Read Out Loud.

READ! Better Beginnings program

The SLWA, through Better Beginnings, developed a specific program for adults, particularly those with lower levels of literacy, which aimed to encourage people to discover or rediscover the joy of reading and to promote the value of reading as a life-long skill. The program was named READ! and was branded as a National Year of Reading project by SLWA staff, as they could see strong synergies between the aims and messages of both initiatives.

After substantial research, the pilot for the READ! program was developed as a two pronged reading and literacy program with an overarching campaign and a broad range of reading ideas to show that reading for enjoyment comes in many forms - including reading aloud and reading online. A second program, READ! 3, focused on those with lower literacy, inviting participants to read three items of their choice over three months and record these in a reading diary. The National Year of Reading generated interest from the community about reading and literacy and the SLWA worked with public libraries to capitalise on this and extend the program with outreach and partnerships with adult literacy providers, community groups and workplaces to deliver the program.

READ! was not about teaching people to read, rather it promoted the enjoyment and value of reading for pleasure as a way to develop basic literacy skills and confident readers. This goal was reinforced by the National Year of Reading. As a universal program READ! was highly inclusive, providing an opportunity to work with existing readers and to reach out to those who do not usually see themselves as readers.

A suite of hardcopy promotional materials and resources was developed and a section of the existing Better Beginnings website was dedicated to the READ! program. This section contained links to adult literacy services, existing SLWA social media tools, activities and resources that included downloadable books and short stories. These resources were sent through the SLWA's network of Western Australian libraries and used to develop adult literacy partnerships and to promote reading in their local communities.

SLWA staff reflected that encouraging and supporting local libraries to lead the development of the READ! promotion and activities was an effective strategy, as local libraries had strong local partnerships and an understanding of their community's needs. This was particularly the case in rural and remote communities where the local library staff was in touch with businesses and was proactive in using the READ! collateral to promote reading and literacy. For example, Toodyay, a small country library east of Perth, worked with the proprietor of the local tearooms to set up Eat, Drink, Read. This program reached out to people from all walks of life and was achieved on a 'shoestring budget'. The proprietor of the tearooms was most enthusiastic about the program. She had noticed that most of her customers took advantage of the option to 'relax and enjoy a break from their busy schedules whilst having a tasty snack in the company of a good book'. She thought that using her tearooms was a wonderful way to extend the joy of reading.

Promoting the READ! program during the National Year of Reading also enabled the SLWA to develop and strengthen partnerships with other organisations. The SLWA worked with Fremantle Press to print three short stories by Western Australian authors as a special READ! and National Year of Reading branded book. These were also distributed through the public libraries network and used in a variety of ways to engage adults in reading as well as to promote libraries and the READ! program.

A new partnership was also formed with the Department of Corrective Services not only to support adult literacy development in three prisons, but also to offer the range of family literacy resources to parents and families during visits. This initiative was a model family literacy project where both adults and children were supported to improve and extend their literacy by sharing books together. READ! also reignited a partnership between the SLWA and Read Write Now, which is a community based volunteer group that supports volunteer tutors to provide free assistance to adults wanting to improve their literacy skills. The SLWA staff thought that this important partnership would continue to grow and to
promote the services that libraries offer adults with low literacy, as well as encouraging libraries to become more proactive in supporting this target group.

SLWA staff reflected that branding and promoting the READ! program as a National Year of Reading activity resulted in an increase in media and publicity for the program, other Better Beginnings initiatives and for the SLWA itself. It also provided an increased number of opportunities to promote READ! in National Year of Reading themed conferences in the wider community. This not only occurred in the library sector, but also in conferences for the health and education sector that have been themed National Year of Reading.

The National Year of Reading also provided a platform for engaging with new and different potential partners. For example the Better Beginnings team was approached by Transperth, a provider of public transport in Perth, interested in the National Year of Reading. Although a partnership project could not be developed in time for the National Year of Reading, SLWA staff will continue to talk to Transperth as a possible partner for future initiatives.

Building the capacity of library staff to support literacy services in their community was also an important aspect of the pilot program. Adult literacy awareness training was developed in partnership with Read Write Now to increase the knowledge and skills of library staff in assisting people with literacy needs. The SLWA also provided a training place for one person from each of the five libraries piloting READ! 3 to undertake an online reader development program.

Through the National Year of Reading, READ! gave libraries the opportunity to capitalise on the changing perception of education and learning by presenting a program that built new partnerships and underpinned life-long learning and reading development.

**SLWA annual program of activities**

In addition to these new projects, the existing annual program of SLWA activities was strengthened by the National Year of Reading. The SLWA hosts a range of exhibitions every year but in 2012 it took the opportunity to bring the Mirror Exhibition, an exhibition of collages by author Jeannie Baker, to celebrate the National Year of Reading and profile this as a major event. SLWA staff report that this exhibition attracted a remarkable 9,966 visitors from July to September. Film screenings in the Cultural Centre, WA Writer’s Exhibition at SLWA, and annual SLWA seminars were all branded and themed with the National Year of Reading. This enabled greater promotion of the events and initiatives to a wider audience, particularly through the use of the website and social media tools of both the National Year of Reading and SLWA.

---

**Finding 3.3.2**

National Year of Reading branded SLWA programs including the Love2Read Café, Laundry Reads program, Read Out Loud event and the READ! Better Beginnings initiative promoted the enjoyment and value of reading for pleasure and as a life skill, and highlighted it as a way to develop basic literacy skills and confident adult and child readers.

Utilising SLWA’s network of public libraries to implement National Year of Reading projects such as READ! resulted in innovative literacy focused projects that reflected local libraries’ knowledge of their communities and needs.

The clear messages and profile of the National Year of Reading enabled SLWA to seek and secure significant funding from new and existing sources, which enabled the implementation of existing ideas and the development of a range of new resources.

The National Year of Reading generated interest from the community about reading and literacy and the SLWA and public libraries capitalised on this to form different types of partnerships, for example with businesses, prisons, adult literacy providers and community groups who engaged with a diverse range of clients. These partnerships extended the reach of SLWA.

Linking new and existing SLWA activities with the National Year of Reading resulted in an increase in promotion, publicity and media opportunities which helped raise the profiles of libraries and their programs, presenting them as current, relevant and responsive to the needs of the community.
Reaching the target audience

The SLWA's target audience is very broad, encompassing all age ranges, demographics and engaging everyone from reluctant to avid readers. The SLWA used a range of existing tools to promote the National Year of Reading to its target audience, including its website and social media tools such as Facebook, Twitter and the SLWA blog. SLWA staff reflected that in order for social media to be effective it must be used purposefully to engage people in conversations rather than just pushing out information. Further development of social media as a strategy for reaching audiences will be undertaken after its initial success during the National Year of Reading. Staff also reported that it was important to utilise their networks such as partners, sponsors and media relationships to promote the National Year of Reading to the wider Western Australian community.

As mentioned previously, some of the funding received from the Lotterywest grant, facilitated the development of The Advertising Campaign which was used to endorse key National Year of Reading messages about the importance of reading as a life skill and celebrating adult students of reading. The campaign was developed in consultation with members of the National Year of Reading WA Stakeholder Committee and SLFWA staff to identify the campaign brief, to select an appropriate agency, and to work with the creative team to produce the end product. Since the chosen media was radio, the Campaign designers considered that a call to action was required. A website was also set up to act as a splash page through which members of the public who had reading difficulties could access different levels of support, including: the Read Write Now organisation for adults; the Education Department of WA for school age children; and the Better Beginnings program at SLWA for pre-school age children. In addition, a 1300 number which reached the Read Write Now call centre was made available to the public so that they could access call centre staff trained to handle enquiries to do with literacy difficulties.

The campaign was launched in October in the Maylands Public Library and featured National Year of Reading ambassador Janet Holmes a Court AC as guest speaker as well as an interview with an adult literacy learner, Stephen Thompson, who courageously shared his struggle with reading. Margaret Allen, CEO of SLWA, rounded off the event by reinforcing the important role of libraries as much loved public spaces and community resources. The event was well attended by SLWA board members, librarians, stakeholders, SLWA staff, media, and local government representatives, including local councillors. One on one interviews were conducted with the guest speakers and media representatives, which resulted in further media coverage, as these went to air on local radio stations 6PR and Curtain FM. The advertisements created for the campaign subsequently aired on Mix 94.5FM, 92.9FM, 96FM, 6PR, Sonshine FM 98.5, and 100.9FM Noongar Radio from October 11 until November 17 and they were also available on YouTube.

Statistics and logs maintained by the call centre and data collected on website usage by Google Analytics will provide useful information about the effectiveness of the campaign. In addition, the SLWA intended to use the key messages generated by the campaign as the cornerstone of a Christmas fundraising appeal and to utilise quotes from members of the public who might have benefitted from the campaign to generate further publicity.
Monitoring and evaluation
A range of existing strategies were used by SLWA staff to monitor the success of its National Year of Reading activities, including collecting statistics such as website and social media traffic, media monitoring and attendance at events and activities. Anecdotal feedback was also collected where possible from people accessing activities and services, as well as from partner organisations. Formal evaluations were also being completed on the Love2Read Café and READ! projects and The Advertising Campaign.

Library membership drive
Library membership is relatively new to the SLWA, with the public only recently able to borrow some of the materials available. While not a focus of SLWA National Year of Reading activities, staff were collecting statistics to see if there was any increase in SLWA membership during 2012.

Finding 3.3.3
SLWA used print, radio and social media to inform and engage in conversation with new and existing audiences for the National Year of Reading. This enhanced the State Library's public profile as well as promoting reading as a life skill and the role of libraries in providing new readers with support and resources.
Legacy

The National Year of Reading resulted in new and strengthened partnerships between SLWA and a range of community, commercial and philanthropic partners which SLWA staff aim to develop further, beyond 2012. Important relationships have been developed with Western Australian media outlets and journalists who attended and promoted a number of key events throughout the National Year of Reading. Staff reported an increase not only in the amount of coverage achieved, but also in the level of media engagement with SLWA activities. The aim was to continue to leverage these relationships for future projects and opportunities.

The publicity generated throughout the year by these media partners raised the profile not only of National Year of Reading events, but also of SLWA’s services and events in general. SLWA staff reflected that this was important in revitalising the public’s image and perceptions of SLWA and in highlighting new services such as electronic resources, online databases and e-books. The Western Australian media that was generated throughout the National Year of Reading also focused on the key messages relating to the literacy needs of the community. Staff noted that the link provided between these messages and the SLWA projects and services also promoted the SLWA’s role in supporting literacy and learning to the wider community. The profile and messages generated by this media not only bolstered National Year of Reading activities during the course of the year but SLWA staff believed that it would also be a lasting legacy of the National Year of Reading.

The profile and awareness of SLWA’s leadership in the area of literacy was raised and strengthened both within the library itself and within the Western Australian public library system as a result of the National Year of Reading. While programs such as Better Beginnings paved the way for the SLWA to take a leadership role within the public library system, the National Year of Reading provided the opportunity to build stronger partnerships with public libraries and to provide them with even more resources and support. The National Year of Reading enabled SLWA staff to have more of a presence at local library events and to develop new ways of sharing information and resources. The National Year of Reading has also enabled a stronger focus on the role of SLWA to promote and support literacy within the SLWA itself.

The key messages developed and promoted as part of the National Year of Reading provided the opportunity to advocate internally about the need for SLWA to become a stronger literacy leader in Western Australia. The SLWA staff was actively involved in events such as bookclubs and wearing T-shirts promoting the Love2Read brand. At a strategic and governance level, the SLWA Board was about to sign off on a newly developed strategic plan that described the key role of SLWA as a champion of literacy and learning within Western Australia. These issues were highlighted by the National Year of Reading.

Developing, strengthening and sustaining partnerships was a key focus for all SLWA teams and programs during the National Year of Reading and they will continue to be a focus beyond 2012. At the conclusion of the National Year of Reading, SLWA staff planned to reflect on how partnerships
were developed and sustained during the year so as to capture the learning for their future work. In particular, the Better Beginnings team planned to hold fora in 2013 that would bring together existing and potential partners organisations to examine how best to work together to support adult literacy. Additionally, the READ! program was being externally evaluated and the findings were to be used to further develop and refine the program partnerships.

At the conclusion of the National Year of Reading, SLWA staff and management will critically reflect on and evaluate the success of all projects and partnerships with a view to continuing those that were successful beyond 2012. SLWA staff reported that, overall, the National Year of Reading had been a powerful tool in highlighting literacy issues as well as attracting new partners and strengthening their existing work. They felt this would have an ongoing effect over the coming years. Staff also noted that the impact of the National Year of Reading would decrease over time and a new initiative would be needed to bring the community’s focus back to literacy issues, renew the key messages of National Year of Reading, and extend their client base by engaging those people who are ‘hard to reach’.

SLWA staff believed the new media relationships developed as a result of the National Year of Reading would provide ongoing opportunities to promote activities and engage the community in SLWA services, programs and key messages beyond 2012.

The National Year of Reading gained increased publicity for SLWA, which provided an opportunity to change perceptions and raise the profile of SLWA and libraries in general and would have an ongoing positive impact.

SLWA staff believed the National Year of Reading strengthened and promoted the literacy leadership role of SLWA both within the library itself and throughout the state.

Partnerships would continue to be a focus of SLWA, with plans to capture the lessons learned during the National Year of Reading, to continue partner projects such as Laundry Reads, and to develop future partner fora.

SLWA staff believed another new “firework” project or initiative could be needed in coming years to provide a renewed focus on the key literacy messages.

Finding 3.3.4

SLWA staff believed the new media relationships developed as a result of the National Year of Reading would provide ongoing opportunities to promote activities and engage the community in SLWA services, programs and key messages beyond 2012.

The National Year of Reading gained increased publicity for SLWA, which provided an opportunity to change perceptions and raise the profile of SLWA and libraries in general and would have an ongoing positive impact.

SLWA staff believed the National Year of Reading strengthened and promoted the literacy leadership role of SLWA both within the library itself and throughout the state.

Partnerships would continue to be a focus of SLWA, with plans to capture the lessons learned during the National Year of Reading, to continue partner projects such as Laundry Reads, and to develop future partner fora.

SLWA staff believed another new “firework” project or initiative could be needed in coming years to provide a renewed focus on the key literacy messages.
National Year of Reading community programs in WA

City of Joondalup Libraries

The City of Joondalup is located 27 kilometres north of Perth and has a population of more than 161,000 people. There are four libraries located within the city, as well as the Books on Wheels program which takes books into the community. The City of Joondalup Libraries (CoJ Libraries) are focused on promoting their services and activities to people in their community with the aim of engaging them in life-long learning. Staff from each of the CoJ Libraries met from as early as 2010 to begin planning their involvement in the National Year of Reading, and a number of new projects developed as a result.

Programs and activities implemented during the National Year of Reading

Bedtime Bundles

CoJ Libraries partnered with a local community organisation called The Spiers Centre which provides a number of services to families in the northern suburbs of Perth, including emergency relief, financial counselling and personal development programs. During the National Year of Reading, CoJ and The Spiers Centre embarked on project called Bedtime Bundles, which aimed to encourage the community and city staff members to support families in need. The project targeted young people in need in the 12-16 age group and the two organisations encouraged the community to donate products for a ‘bedtime bundle’ which included a book, pyjamas, toothbrush, toothpaste, comb and bag.

By targeting the promotion at 12 to 16-year-olds, a difficult age group to engage with, CoJ staff felt they were able to be specific and quantify the overall objectives in their marketing materials. Over the winter months, the marketing campaign utilised the CoJ website, an e-newsletter, press and radio advertising to encourage the community to become involved in the project. Subsequently, 50 bedtime bundles were received directly via CoJ Libraries, and The Spiers Centre reported that a total of 256 bedtime bundles were donated for the year.

The philosophy behind the National Year of Reading enabled CoJ Libraries to think and progress a new initiative and partnership, which had a positive impact on the families in the community. While this was a new partnership for the CoJ Libraries, the staff was hopeful that it would lead to new partnerships with other community based organisations in the future.

Family literacy projects

The CoJ Libraries created a Reading Resolution Card as a key National Year of Reading resource. The card aimed to increase literacy activities in the home by encouraging children and parents to set targets about how many books they would read during the National Year of Reading and to commit to reading each week. It also contained a list of tips for parents to support their children’s reading and literacy development as well as their own. In addition to this, the CoJ Libraries held a Winter Reading Challenge, which challenged primary school children to read at least 10-15 hours over the winter months. Participants were rewarded for every five hours they completed and were invited to record their reading in a log which was available in the library or to download online. Completed logs were then submitted to the library to go into a prize draw where presentations were made at the Children’s Book Week family event. This project aimed to increase the time children spent reading and also to engage them in the libraries’ and activities and services.

Strengthening existing initiatives

The CoJ Libraries took advantage of the National Year of Reading to strengthen and extend their promotion of ongoing library activities and events in an attempt to encourage more community members to access their local library. For example, they used the profile of the National Year of Reading to promote their Meet the Author events, which were presented in partnership with Dymocks. Twelve Meet the Author events were programmed to be held in the library or at venues throughout the city. Writers included International author Jodi Picoult and daughter Samantha, Tara Moss, Kate Morton and Phil Britten. CoJ Libraries also increased their family programs, such as Baby Rhyme Time for Fathers and also Saturday Story Time, as a way to help engage fathers and working parents in the library’s literacy activities. These programs proved very popular and their success ensured their continuation in 2013.

Furthermore, CoJ Libraries have developed shopping centre displays to promote their services to the public, using the National Year of Reading as a hook to engage people in finding out more about the libraries. Library staff reported that the National Year of Reading has provided clear, targeted messages with relevant statistics and recognisable branding that they used to promote their core business. It also provided them with the opportunity to update and create new promotional materials, linking the National Year of Reading branding and messages to their usual promotional tools and strategies.

Lake Joondalup Baptist College (LB/C) organised an amazing activity during the term for their after school craft group who embroidered bags for the Bedtime Bundle and sought donations for the contents during Book Week. They provided us with 50 of the most beautiful pyjama bundles. They also did a great display. LB/C got involved because of the National Year of Reading poster - it is the centre of their display. So, not only did the library organise to donate bags from their users, but they also motivated others to do same. Many, many thanks! - Total donations of PJ bundles this year was 256!

Rhonda Adamson, CEO Spiers Centre
Reaching the target audience

CoJ Libraries use a range of methods to reach their target audiences. To reach residents, they use CoJ Newsletters, a fortnightly library e-newsletter, Twin Cities local radio, and hardcopy resources that are distributed throughout the community. The libraries also have a strong presence at City of Joondalup events such as the annual City of Joondalup Festival and the Little Feet family event that are organised for residents and the wider community. The CoJ Libraries also use the City Chat newsletter to engage with City of Joondalup staff and they create specific partner based resources like their School Connections e-newsletter for the education sector.

All of these channels were used to promote the National Year of Reading and the library’s services to City of Joondalup stakeholders throughout the year. The City of Joondalup was still developing protocols for the use of social media as a promotional tool and, consequently, social media was not used during the National Year of Reading.

Monitoring and evaluation

The CoJ Libraries used their standard annual program of monitoring and evaluation activities to collect information on the success of their National Year of Reading campaign. This included a structured planning approach using regular monthly reports that fed into business unit plans, linked to the city’s strategic planning. Feedback forms were developed to collect comments and input from participants at all major events. A library customer survey is developed and distributed every two years. In 2012, the customer survey included a question to collect feedback on National Year of Reading activities with a view to assessing current services and programs and to gauge the local awareness and interaction with the National Year of Reading and the associated programs and services.

Library membership drive

New CoJ library membership promotional brochures and cards were developed using National Year of Reading branding as part of the yearly membership drive. Two membership cards, one for children and one for adults had been in use for many years. In 2012, the National Year of Reading logo was incorporated and advertising the cards on the National Year of Reading website encouraged other libraries elsewhere to redesign their cards. Membership booklets were also updated and incorporated National Year of Reading information and promotional photos.

Throughout the year, two ‘Win an e-Reader’ competitions were held where all new members were entered into a draw to win an e-reader. CoJ libraries also recognised current members by automatically entering them into the draw to win
a second e-reader. Lapsed memberships were also a focus of this campaign as often patrons thought that once they had joined their local library, their membership was forever.

Six prominent train stations are located within the city boundary and this provided an opportunity to explore outreach opportunities. A series of shopping centre promotions and train station visits were scheduled, making it possible for the library staff to become more involved in the promotion. The promotion commenced in October 2012 and will continue into April 2013. The National Year of Reading enabled the campaign to become a reality and has been the catalyst to continue the promotion of key messages beyond 2012.

Membership statistics for the months January 2012 to September 2012 indicated a 10.4% increase in total members. Lapsed memberships were noted to have the higher increase in percentage. New members showed a decrease in percentage. It was through this analysis that CoJ Libraries outreach promotion moved to a new platform and will be monitored in line with the usual reporting measures.

**Legacy**

The National Year of Reading resources and messaging used and adapted by the CoJ Libraries will continue to be relevant and utilised beyond 2012. Staff reflected that they were able to use the National Year of Reading to promote the CoJ Libraries as a modern, 24/7 service with online resources and community services that extend beyond the building itself. CoJ staff felt that the National Year of Reading helped raise the profile of CoJ within the library sector at a state and national level. It provided the opportunity to strengthen the CoJ Libraries' connections with new and existing partners. Additionally, there were an increased number of requests for the library to provide promotional materials for community events and activities during the National Year of Reading, and this was something the library would continue to do in the future. CoJ Libraries staff considered that the increased promotion of library activities and programs provided an opportunity for staff to reflect on and celebrate their achievements and this increased their motivation to invest in future activities.

**Finding 3.3.5**

The National Year of Reading enabled CoJ Libraries to develop a new partnership with a key community organisation through the successful *Bedtime Bundles* project and to support people in need in the community, which staff were hopeful would lead to other community based organisations and similar projects in the future.

CoJ Libraries used the National Year of Reading to develop, strengthen and promote a range of new and existing family and children's literacy projects and resources, aiming to support parents' and children's regular reading in the home as well as engaging them in library services.

CoJ Libraries staff believed the National Year of Reading added value to their work by clarifying and increasing the messages, profile and purposes of the libraries' activities and aims.

The National Year of Reading provided the impetus to broaden the activities and partnerships of CoJ Libraries, which resulted in strengthened local area networks and an increased demand for the libraries' services.

The National Year of Reading provided an opportunity to recognise the success of the CoJ Libraries' programs and for staff to reflect on and celebrate their achievements which increased staff motivation to invest in future activities.

National Year of Reading resources, materials, the Love2Read brand and messages would continue to be used beyond 2012, namely in a promotional campaign for CoJ Libraries using the key message *Libraries for life - Explore Discover Learn* capturing the 24/7 nature of the library that extends beyond the building itself.
City of Mandurah Libraries

The City of Mandurah is located 70 kilometres south of Perth on the Western Australian coast. Once a small holiday location, it has developed into a major regional centre with a population of more than 73,000 people. City of Mandurah Libraries (CoM Libraries), comprising the Mandurah Library and the Falcon eLibrary and Community Centre, offer a wide range of information-based services to the local community, including resource lending (books, music, movies), access to online resources and databases, computer access, book clubs, learning programs, school holiday activities, author visits and family literacy programs. The manager of Libraries, Learning, Arts and Culture at the City of Mandurah, John Hughes, previously managed a library service in London, and his experience of the National Year of Reading in the UK in 2008 was useful in helping the Library Agency team to scope the National Year of Reading 2012.

In addition to a range of library-based National Year of Reading activities, the City of Mandurah created a unique position for a project officer to engage the community in National Year of Reading projects and activities for the duration of the campaign. While the National Year of Reading project officer position was physically based within the Mandurah Library and funded by the City of Mandurah’s Libraries, Learning, Arts and Culture Department, an appointee was sourced from outside the library system.

Programs and activities implemented during the National Year of Reading

The CoM Libraries National Year of Reading initiatives were additional to the established ongoing library programs such as weekly Rhyme-time and Story-time sessions; book clubs; school holiday activities and Writers in the Library talks.

The National Year of Reading project officer developed a range of unique, targeted community-based projects and partnerships and recruited volunteers to support activities and events during the National Year of Reading. Some of these projects and partnerships are profiled here.

The National Year of Reading initiatives were designed to: engage with a wide range of people including non-library members; present reading as a positive, fun activity; advocate for reading, literacy and learning; engage with community groups; and lay the foundations to increase literacy levels in the city.

At a local level, the CoM Libraries focussed on engaging with community groups who provided services to: parents and families; disadvantaged people and people requiring literacy support. Staff at CoM Libraries felt that many of the nationwide National Year of Reading initiatives would appeal more to people who were already highly literate and, consequently, local initiatives were primarily designed to target the “hard to reach” sector of the community who did not attend any of the libraries.

Parent support projects

At the beginning of the National Year of Reading, the project officer met with a variety of school and education personnel who identified the need to support parents to develop their own and their children’s literacy skills. The project officer developed a new partnership with The Parents’ Place, a hub for child health and parent services such as community health nurses and Parenting WA. Twice a month, during immunisation time when parents have to wait for their appointments, the project officer would visit The Parents’ Place with a resource kit of books and information. She took this opportunity to invite parents to read to their children and she would model this with the children herself. In addition, the project officer promoted the range of services available for children and parents at CoM Libraries. She also developed a partnership with a community-led group called Mums of Mandurah, who provide a range of activities designed to connect to, inform and support mothers in the Mandurah area. She attended a range of activities organised by the Mums of Mandurah to promote the importance of reading, for instance she took books to their Teddy Bear’s Picnic and to playground visits. By linking with existing parenting networks and strategically visiting places parents frequent, the project officer was able to access new groups of parents not only to promote the importance of reading and family literacy but also to engage them in libraries for the future.
First Wednesday Book Club
One of the key National Year of Reading initiatives delivered by CoM Libraries for the community was an informal evening monthly book club called the First Wednesday Bookclub. The Bookclub is run out of a local Mandurah wine bar and aims to engage readers in discussions about their own reading, encouraging them to make recommendations and to share their interest in reading for pleasure. Readers are able to swap books and to learn about a range of library activities and events. The local Angus and Robertson bookshop provided new books and proof copies of soon to be released books for Bookclub members. The National Year of Reading project officer saw the Bookclub as an effective way to support keen readers to promote their love of reading to others and it also proved to be a useful way to engage volunteers to support other National Year of Reading activities.

Community events
During the National Year of Reading, there were a number of key City of Mandurah festivals and events that the project officer attended to promote the National Year of Reading and the importance of reading as well as the services that the CoM Libraries had to offer.

The biggest annual festival held in Mandurah each year is Crabfest, which draws 120,000 people to the Mandurah foreshore. In past years, CoM Libraries had a quiet reading tent available for festival goers but in 2012 the project officer wanted to develop an interactive stall that would engage the community. In the lead up to the event, she invited the community to email their favourite author or book quotes to her and, after receiving more than 250 responses, she took the quotes to a disability employment provider to have large badges made which displayed the individual quotes and the Love2Read logo. These badges were made freely available to the festival goers at the City of Mandurah Love2Read marquee, which had been especially created and purchased by the City of Mandurah for the National Year of Reading. Festival goers were also invited to write their own quotes on a large display, to sit quietly and read a book in the shade, or to find out more about the National Year of Reading and CoM Libraries. The stall was very popular, with lots of National Year of Reading badges being taken into the crowd and even being spotted on festival goers on the train after the event. The project officer felt that this event was very successful in engaging the wider public in quick but meaningful interactions that promoted reading and the services of the CoM Libraries.

Another key festival in Mandurah is the arts festival that is held each year by the Mandurah Arts Centre. The Stretch Festival was held in May 2012 and it engaged more than 8,000 people in a large number of exhibitions, events, workshops and entertainment. The National Year of Reading project officer set up a Kids’ Own Publishing Book Cubby in the foyer of the Mandurah Arts Centre and, together with a team of 30 trained volunteers, worked with festival goers to make and publish their own books using the SLWA Better Beginning’s Books to Go resources. This collaboration between the Mandurah Arts Centre and CoM Libraries represented a new partnership and, subsequently, the two organisations worked together on other National Year of Reading activities such as book readings before plays and the Mandurah Reading Hour Pyjama Party.

The Reading Hour Pyjama Party
Mandurah’s biggest National Year of Reading event was The Reading Hour Pyjama Party held on 25th August. This community bedtime story session was attended by 500 people. The Reading Hour Pyjama Party was presented in partnership with nearly 20 organisations and community groups. The event was held at the Mandurah Performing Arts Centre; the City of Mandurah received a discount of $2,500 on the venue hire and the reason given was because of all the work the National Year of Reading project officer and Mandurah Libraries had done throughout the year to add value to MPAC events (The Gruffalo’s Child and Blueback story-time sessions and a writer’s talk organised to tie in with the adaptation of Sonya Hartnett’s novel The Ghost’s Child to the stage).

Reaching the target audience
Utilising public events as a tool to reach a wide cross section of the Mandurah and regional community proved very useful. The National Year of Reading project officer created a unique strategy to engage with the community at each event, shaping the strategy to target the type of event and the audience it would attract. Additionally, she would support each event along with a team of volunteers that she recruited and trained. She considered that the National Year of Reading resources, which were easily adapted for local events and made centrally available by the Library Agency, were useful tools for promoting events and engaging with the community.

An outreach model was used to target members of the local community who might not currently be accessing library services. The project officer sought partnerships with local community organisations to access new groups such as parents, new arrivals to the Mandurah area, and at risk populations such as people experiencing homelessness. Most National Year of Reading events were promoted via email through the CoM Libraries networks with minimal paid advertising in mainstream media, for example no paid advertising was used to promote The Reading Hour Pyjama Party. Community newspapers were used to promote National Year of Reading events, with local media releases developed for many of the activities. CoM Libraries staff reported that there was less national and state level media coverage of the National Year of Reading than they had expected and they were surprised that the majority of the media coverage had to be generated at the local level. As the City of Mandurah was still developing its social media policy, there were a number of internal barriers to using social media tools such as Facebook, Twitter and YouTube. Consequently, the National Year of Reading project officer developed a specific National Year of Reading blog called Read All About it Mandurah. She considered that this was a very useful way to reach another section of the community who might not access local media for their information. She reflected that she would have liked to expand this blog to maximise its effectiveness but was limited by the resources available.
Monitoring and evaluation

The main source of evaluation data collected during National Year of Reading activities was the informal feedback received from participants at events and activities. Although statistical information on numbers of participants was also collected, the focus was on the level of participation and enjoyment demonstrated by the people attending. Positive feedback was received from volunteers involved in supporting activities who continued to be engaged in projects and events.

Library membership drive

A City of Mandurah library membership drive was planned for later in the year. This would take the form of an advertising campaign and all new members would be given USB swivel drives as a way to promote the fact that the libraries have free internet access and public computing facilities.

Legacy

At the conclusion of the National Year of Reading, the National Year of Reading project officer would make recommendations about the types of activities that could be continued past 2012 and suggest strategies for retaining the partnerships that had been made as a result of the National Year of Reading. The City of Mandurah invested in a range of materials and resources branded with the Love2Read logo not only for use in 2012, but for future projects and events. The project officer stated that CoM Libraries staff found the logo to be engaging and timeless and she thought they would continue to use it on their promotional resources in future years.

Finding 3.3.6

CoM Libraries used the National Year of Reading as an opportunity to develop initiatives designed to; engage with a wide range of people including non-library members; present reading as a positive, fun activity; advocate for reading, literacy and learning; engage with community groups; and lay the foundations to increase literacy levels in the city.

CoM Libraries felt that many of the national campaign initiatives would appeal more to people who were already highly literate so they created a National Year of Reading project officer position to identify and visit community based locations and partnership organisations in order to target “hard to reach” groups who were not engaging with library services.

As a result of National Year of Reading meetings held with a variety of school and education organisations in Mandurah, it was recommended that there would be a focus on supporting parents to develop their own and their children’s literacy skills which resulted in new partnerships and activities with a variety of local parents support groups.

An informal monthly bookclub program was used as a way to support keen readers to promote their love of reading to others as well as engage them as volunteers to support other National Year of Reading activities which increased CoM’s capacity to deliver National Year of Reading projects.

CoM Libraries used the National Year of Reading to strengthen and develop partnerships, for example holding The Reading Hour Pyjama Party in partnership with 20 local community organisations.

CoM National Year of Reading activities were developed and delivered to promote library services and the importance of reading as a life skill at community events of all sizes, which proved to be a useful way of engaging with a larger and more diverse section of the community.

CoM Libraries staff expected that a greater level of media attention and promotion of the National Year of Reading would have been generated at the national and state levels, but generated their own promotion using media releases, networks and a specific National Year of Reading blog developed to reach the local audience.

Promotional materials and resources for the National Year of Reading that were nationally developed but locally adaptable were found to be very useful in promoting activities in the City of Mandurah.

National Year of Reading materials and messages as well as the Love2Read brand will continue to be used beyond 2012 as staff felt the resources would have long term impact and applicability.

The National Year of Reading project officer will make recommendations about the types of activities that could be continued past 2012 and will suggest strategies for retaining the partnerships that have been made as a result of the National Year of Reading.
Profile Four: The National Year of Reading in Queensland

Context
The State Library of Queensland (SLQ) is described as a 'knowledge bank' and vital community resource, both a physical and a virtual place for sharing, learning, collaborating, and creation. It is located within the South Bank Cultural Centre in Brisbane, a key arts precinct on the southern bank of the Brisbane River, incorporating galleries and performance spaces. SLQ sits within the Queensland Government's Department of Premier and Cabinet and is administered by a State Library Board. The SLQ plays a lead role in state-wide library services and has partnerships with over 340 public libraries, including 22 Indigenous Knowledge Centres (IKCs).

SLQ's Public and Indigenous Library Services supports local government and communities to deliver library services to public libraries, the country lending service and IKCs throughout Queensland. Its focus is to raise the profile of literacy and the vital role that libraries and IKCs play in building literacy in the community, in particular in the areas of digital literacy and for children and families. To this end, SLQ developed a literacy framework document entitled Libraries for Literacy, which outlined key guiding principles, goals and indicators that were designed to direct the development of community literacy services in libraries across Queensland.

The National Year of Reading was seen as an ideal vehicle to celebrate and extend on the newly released literacy framework. Whilst implementing National Year of Reading activities SLQ was able to promote key literacy messages that highlight family literacy and the importance of reading to children, particularly before the age of two. SLQ endorsed the legitimacy of reading anything that was pleasurable, no matter what the format, and emphasised the important role that literacy played in an increasingly online world. There was a focus on encouraging people with low levels of literacy to access support to increase their reading skills, thus promoting the message that literacy difficulties are not linked to a lack of intelligence and can be overcome.

SLQ Libraries for Literacy framework

Public libraries are transformative places and literacy is the bedrock of their ethos and rationale. With a focus on engagement, discovery, reading and belonging, libraries offer specialised workforce, infrastructure, programs and collections to aid literacy support in communities.

Literacy and Young People's Services, a key division of the Public and Indigenous Library Services, is dedicated to the support of literacy for young people aged 0 to 16. This team manages The Corner, which is a dedicated 0 to 8 year old
children's space located within SLQ. Resources accessed in The Corner provide different types of play for children aiming to build the foundation of literacy skills for children. Programs that are run in The Corner include Rhyme Time, Rockabilly Singing Sessions and an arts program which sees a dedicated arts worker delivering daily arts activities such as visual literacy, storytelling or constructing artefacts in response to a narrative. The Corner also has an online toolkit and outreach program, which is linked to themes drawn from SLQ collections and events. All the resources associated with each theme are available online, and displays and activities delivered in The Corner can be recreated in other public libraries. The Literacy and Young People's team also has a range of programs for children aged 9-16 that include literacy as a theme. These include scriptwriting workshops, author talks, and a range of school holiday workshops on topics such as animation, creative writing and drama.

Each year, SLQ coordinates a Summer Reading Club for children and their families that aims to engage young people in reading, writing, games and activities either online or at their local library.

Organisational structures

SLQ played a lead role in the state-wide promotion of the National Year of Reading, particularly to libraries. SLQ formed the National Year of Reading Queensland State Consultative Committee, hosting two coordination meetings to promote opportunities for organisations to engage in the National Year of Reading messages, ideas, projects and brands. Between 25 and 30 people attended these meetings, representing organisations such as public libraries, Education Queensland, Department of Communities, Queensland Museum, Playgroup Queensland, Queensland Performing Arts Centre, the School Librarians Association, and the Queensland Book Council. During the National Year of Reading, the group met quarterly and this networking opportunity resulted in a number of strengthened and new partnerships and projects.

Partnerships

The SLQ developed partnerships with a variety of organisations both prior to and as a result of the National Year of Reading. These included: The Brisbane Writers Festival, Education Queensland, local government and state government departments, National Film and Sound Archives, National Library, Queensland Conservatorium, and the Queensland Writers Centre. Media partnerships were also important for SLQ, and during the National Year of Reading new partnerships were formed with key media outlets through networks within the media itself. For example, an existing relationship with Channel 7 developed into a partnership for the Dad's Read project. A Channel 7 director then contacted his colleague, the editor of The Courier-Mail newspaper in Queensland, which led to more sponsorship and media coverage of the National Year of Reading through print, media. SLQ's aim for all these partnerships was to deliver new services, enrich existing services and provide the public with greater access to collections.

Finding 3.4.1

SLQ played a lead role in the state-wide promotion of the National Year of Reading, particularly through the formation and management of National Year of Reading Queensland State Consultative Committee with representatives from across Queensland's literacy, education and library sector. This lead role led to new and strengthened partnerships being developed with organisations, government departments and the media.
Programs and activities implemented during the National Year of Reading

Dads Read

The Dads Read program, developed by SLQ, aimed to raise awareness of the importance and benefits of fathers and families reading with their children, particularly in their early developmental years. The program recognised that fathers reading to their children strengthened literacy, modelled positive reading behaviour, and built children's self-esteem around reading, especially for boys. The purpose of the program was to:

- Create awareness of the important role fathers play in their children's development and the importance of reading to children from their early years;
- Encourage fathers in Queensland to read to their children and to promote the value of reading;
- Provide fathers with the tools to give them the confidence to read with their children; and
- Promote reading as a family.

The need for a program in Queensland that focused on early literacy was clearly identified in the Australian Early Development Index Data. In 2010, an initial event targeting fathers was held by SLQ to draw attention to the need for fathers to take an active role in family literacy and to highlight their role in reading to their children. From this beginning, the Dads Read program was developed and it was launched as a SLQ signature program for the National Year of Reading. SLQ staff felt that branding Dads Read as a National Year of Reading program would intensify the campaign and add value to the program.

One of the key elements of the Dads Read program was the use of high profile Queenslanders, particularly sports figures, as role models to promote the key literacy messages and to engage men in the program. Channel 7 Queensland became a major supporter of Dads Read and Shane Webcke, a former rugby league player, coach and now Channel 7 sports reporter, became a key ambassador for the program. Subsequently, Matty Bowen, an Indigenous member of the North Queensland national rugby league team the Toyota Cowboys, became the second key figure to support the Dads Read program.

A range of promotional collateral featuring Shane Webcke and Matty Bowen was developed, including a 30 second community service announcement played from August to September 2012 on Channel 7 and made available on YouTube. Further generic promotional materials that promoted the message “Reading together 10 minutes each day is an investment in your child’s future” were also developed. Promotional collateral also included: flyers, posters, helium balloons, bookmarks, stickers, handouts that listed 10 Reading Tips, and Must Read lists. Feedback from one SLQ partner organisation was positive about the quality of the resource packs that were made available. However, it was also noted that the cost of purchasing these packs put them out of reach for some organisations.
The Dads Read program was promoted through a series of key events in 2012. The first was held in January in Townsville for the North Queensland Toyota Cowboys team fan day. Townsville City Libraries assembled a large Dads Read branded tent for the event so that a number of retired Toyota Cowboys players could read to children. Children were also able to make books and participate in arts-based literacy activities, and many dads read to children. The key Dads Read messages were promoted throughout the day and a range of Dads Read promotional material was distributed to families. The Townsville City Libraries also used this event to promote their library membership drive. This event and the partnership with the Toyota Cowboys also led to Matty Bowen speaking at a home game in August where he promoted the key Dads Read messages in a speech to a 40,000 strong crowd during an on-field interview.

SLQ promoted Dads Read at a number of other key Queensland events, including the Hyundai Children’s Festival hosted by Playgroups Queensland. This festival not only celebrates the work of the Playgroups Queensland organisation but it also acknowledges the work of all playgroups across the state. Once again, SLQ hosted the Dads Read tent and provided a range of promotional materials and support for parents. In addition, a large storytelling chair was set up and three actors gave dramatic interpretations of the stories that they read. At a ‘Little Literati Station’, children were also given the opportunity make their own stories into books with the help of an arts worker. These books were taken back to SLQ to form part of the children’s collection.

A Dads Read presence was also evident at the Créche and Kindergarten Association’s state-wide open day when around 140 of the 400 Créche and Kindergarten Centres opened their doors to their communities. Each centre featured Dads Read promotional materials and literacy based activities in their reading corners. A Family Day Care Centre event held later in the year also featured Dads Read materials. SLQ staff believed these were important events to access as they provided SLQ with the opportunity to promote the programs to a diverse range of families who make use of different models of childcare and early childhood services within their communities.

Dads Read also featured as part of the NAIDOC week event held at Musgrave Park Cultural Centre in Brisbane. The Dads Read storytelling tent was once again set up and Indigenous stories were celebrated with a number of Indigenous dads acting as role models for reading. While SLQ planned to have a strong presence at the annual Queensland Multicultural Festival in Brisbane, the event was cancelled due to state government funding cuts, which disappointed SLQ staff who were keen to engage with fathers from culturally diverse communities. However, Fathers’ Day provided another opportunity to celebrate Dads Read and SLQ hosted a picnic on the lawn outside the library the day before Fathers’ Day and set up a range of family and children’s activities.

SLQ also encouraged and supported Queensland public libraries to hold their own Dads Read events and activities in their local communities. Goondiwindi Library hosted a weekly Dads’ Night where fathers attended the library and read to their children as well as to children who might not have had a male role model in their immediate families.
The Reading Hour

SLQ held a reading celebration to mark The Reading Hour in August. A family program held within SLQ during the day featured children's creative activities, hourly readings and physical performances of stories. Satellite events were also held in local libraries in Queensland including on the Sunshine Coast and at Deception Bay. This event was carried out in partnership with local libraries and the Children's Book Council of Queensland. The family component of the event was held during the day rather than the national 6-7pm timeslot as staff felt that during the winter months families were more likely to engage with daytime events. In the evening, an up late Reading Hour event was held for adults, called The Reading Hour: Love, Lust and Loathing. This was an after-hours event designed to engage adults in celebrating the National Year of Reading with authors, readings from adult books, and wine and cheese.

Out of the Box

The Out of the Box Festival for Children is a biannual Queensland event delivered by the Queensland Performing Arts Centre (QPAC). In 2012, Out of the Box was themed as a National Year of Reading event, encouraging children to discover and rediscover the magic of books and story, narrative and performance. The festival included over 90 free events, 70 theatre performances and more than 120 workshops for children in locations throughout the Cultural Precinct in which SLQ is located. For this festival, SLQ partnered with QPAC to create a suite of activities and events for children and families that were designed to highlight the library and its programs, as well as to promote key messages about the importance of literacy. SLQ developed a new partnership with Griffith University, which provided a 22-actor children's theatre performance and associated workshops for the weekend event. To coincide with this, SLQ hosted The Odditoreum, a travelling Powerhouse Museum exhibition linking museum artefacts with a range of imagined stories inspired by author/illustrator Shaun Tan. Children used headphones to tour the library and listen to The Odditoreum narrative. During the exhibition, different performers would pop up in spaces throughout the library that were designated as creative spaces where the children would not interrupt the other library users. The children created an oversized Choose Your Own Oddventure book with the SLQ arts workers, which was digitised and distributed back to them.

Education Queensland Programs

As a result of discussions through the National Year of Reading Queensland State Consultative Group, SLQ and Education Queensland (EQ) formed a new partnership. The EQ's Flying Start school readiness team has a program called Ready Readers that engages volunteers to support young readers in the early school years. By April 2012, this program had trained over 3000 volunteers and EQ then focused on the development and delivery of Ready Readers parent workshops. The Parent Ready Reader program provides training for parents with children in the early years of childhood and is specifically designed to provide tips and strategies for integrating literacy activities into daily family life. Parents also learn about the reading process so they can assist their children with literacy development. As a result of this new National Year of Reading partnership, SLQ delivered the Parent Ready Reader program in SLQ's The Corner as well as in a number of public libraries in Central Queensland, Rockhampton and the Darling Downs.

EQ promoted National Year of Reading events and activities such as The Reading Hour as well as links between National Year of Reading and Literacy and Numeracy Week and other National Year of Reading events that might have been of interest to families. This was done primarily through the EQ website which had a dedicated National Year of Reading page as well as through school networks and social media such as Twitter and Facebook. EQ distributed promotional materials which encouraged schools to engage in National Year of Reading activities and suggested different ways that classes could celebrate the National Year of Reading.

Annual SLQ programs and events

SLQ had a variety of existing programs, partnerships and initiatives that were branded as National Year of Reading events and activities, including: writers' workshops; Storylab school holiday programs; events in the Deepen the Conversation lecture series; The Reading Garden outdoor space; SLQ's Young Writers Awards; Brisbane Writers Festival; and exhibitions such as the Look! Art of Australian Picture Books Exhibition, which was a travelling exhibition and related holiday program being hosted by SLQ in The Corner.

Finding 3.4.2

SLQ's National Year of Reading branded initiatives, particularly the flagship program Dads Read, had a major focus on family literacy and raised awareness of the importance and benefits of parents reading with their children.

A new partnership between SLQ and Education Queensland, prompted by the National Year of Reading campaign, resulted in the promotion of National Year of Reading activities in Queensland schools as well as the delivery of EQ's Ready Readers parent workshops in SLQ and other public libraries.

SLQ created a National Year of Reading presence at a number of large community events promoting their programs and the messages of National Year of Reading, as well as generating their own events.

SLQ branded its existing suite of programs and activities as National Year of Reading programs and events. Many of these programs targeted the development of early language as well as providing a range of literacy and arts focused programs for school-age children.
Reaching the target audience

SLQ developed a National Year of Reading marketing strategy that included placing banners on bridges in the Brisbane CBD and using billboards to promote National Year of Reading messages and events. National Year of Reading information was distributed through SLQ's networks such as the Clubs Queensland newsletters, community sector networks, schools database and The Corner's database of more than 5,000 families. National Year of Reading branding featured on all of SLQ's usual promotional materials and print media. In addition, SLQ staff wore badges to promote the National Year of Reading and on dedicated days they wore National Year of Reading branded t-shirts within the library.

Key partners also utilised existing media tools to promote the activities of the National Year of Reading, for example, the Crèche and Kindergarten Association used regular newsletters and Playgroup Australia's Totline magazines. Playgroup Queensland promoted the National Year of Reading through its network of more than 1,100 playgroups and associated families, using its website, e-news tools and heavily accessed Facebook page with more than 2,000 'friends'. Channel 7 provided sponsorship for advertisements on its channel to promote Dads Read, which also linked to the National Year of Reading.

SLQ utilised a range of media to promote the National Year of reading. Staff used regular ABC radio spots to reach their audiences and print media was also important, particularly given the strengthened partnership with Queensland's major newspaper – The Courier-Mail. High profile Queenslanders, such as the Dads Read ambassadors, also helped to raise the profile of the National Year of Reading in the media.

When Australian Government MP Kevin Rudd attended The Corner as part of the Dads Read project his visit made the front page of many newspapers as it coincided with the national leadership challenge. While the media did not focus much on the reason for his visit to SLQ, staff felt that it still provided very valuable coverage for the National Year of Reading. Further controversy generated considerable activity in both the social and mainstream media and highlighted the National Year of Reading when the newly elected Premier of Queensland announced a funding cut to the Queensland Literary Awards.
Social media was another vehicle that was use to promote the National Year of Reading and SLQ programs. SLQ used Facebook, Twitter and blogs to promote National Year of Reading. One SLQ staff member noted that the Love2Read Facebook page provided an excellent vehicle to engage the public in conversations around reading, literacy and related topics, which she would like to see continue after 2012. SLQ also used its own website to promote the National Year of Reading, developing specific Dads Read and National Year of Reading web pages.

Events became an important means for promoting the National Year of Reading and engaging a range of target audiences in National Year of Reading programs. In addition to the many Dads Read themed events, SLQ hosted a Business Breakfast to launch the National Year of Reading and the Dads Read project, which was attended by more than 100 representatives from business and government. This was a major event that was conducted in conjunction with the Queensland Library Foundation, the library’s fundraising arm. While the aim of the event was to launch the National Year of Reading and promote the Dads Read project to a mostly male audience, it was also to raise the profile of SLQ and potentially increase funding. Again, high profile personalities were used as a draw card with Gerrard Gosens, an Australian Paralympian and ambassador for Dads Read, speaking at the event. Another key event was a literacy forum that was held for public library staff to promote the key National Year of Reading literacy messages, particularly the importance of oral language development and family literacy. This event was used to encourage libraries to develop reading and creative spaces within their libraries and to engage children in reading and oral language development opportunities.

By using diverse marketing strategies, many of which were previously untried by SLQ, the library aimed to reach as many people as possible and to appeal to a range of different audiences.

Monitoring and evaluation

SLQ has evaluated its National Year of Reading projects and events primarily through monitoring attendance. The staff collated the numbers of attendees at events and the quantity of promotional materials being distributed through those events and associated networks. This data showed very high numbers of the public had engaged in activities, for example more than 3,000 people attended the Dads Read tent at the Playgroup Queensland event during National Playgroup Week. Photos were collected to document the high level of engagement of families and children at each event.

SLQ staff received anecdotal evidence that their projects had had an impact on the reading behaviours of the public when attendees at the Business Breakfast reported that they were inspired to return home and read to their children. Media feedback indicated that there were positive responses from journalists and that the public National Year of Reading messages were attracting attention. The SLQ will conduct additional evaluations at the conclusion of National Year of Reading, with plans to collect further information about the amount and type of literacy programs run by libraries as well as feedback on the impact of libraries programs and how they can be improved.

Library membership drive

At the time of writing this report, SLQ were in the process of analysing the data they had collected to do with the library membership campaign. However, anecdotal information show as that when Fraser Coast and Bundaberg libraries ran a competition over the course of the membership drive to see who could attract the most new members, Fraser Coast was the winner. However, both libraries reported significant new memberships as a result of the competition.

Finding 3.4.3

SLQ developed a National Year of Reading marketing strategy utilising a range of new methods and tools which aimed to engage as many different audiences as possible, including the development of dedicated branded print media, online content, banners and billboards, branded clothing, media partnerships and the use of databases and partner networks to promote National Year of Reading activities.

SLQ felt that National Year of Reading social media, particularly the Love2Read Facebook page, provided an excellent vehicle to engage the public in conversations around reading, literacy and related topics.

National Year of Reading provided the opportunity for SLQ to increase its presence at community events as well as engage high profile Queenslanders to promote National Year of Reading messages and activities, which resulted in SLQ expanding its reach to new and more diverse target audiences.

SLQ primarily used attendance numbers to monitor the success of its National Year of Reading activities and received some anecdotal evidence, which indicated a positive response to activities and messages.
Legacy

SLQ staff believe one of the most important outcomes from their involvement in National Year of Reading was that it raised the profile of SLQ with the key players in the literacy and libraries sector. More specifically, the National Year of Reading raised the profile of the work being done by the Literacy and Young People’s team, particularly in The Corner and even within the library itself. The staff felt that the National Year of Reading also raised the profile of libraries within the education sector, showing that Queensland libraries are spaces that support and build literacy, especially for children and families. Staff believed that the direct, succinct messages of the National Year of Reading were instrumental in achieving this.

SLQ staff noted that, as well as being an ideal way to reinforce SLQ’s newly released literacy framework, the National Year of Reading provided stronger recognition of the importance of literacy and reading within the SLQ organisation itself. This was particularly the case for the SLQ Board since the chair was a National Year of Reading ambassador. SLQ staff believe that the National Year of Reading has helped the Board to re-focus on the range of issues relating to literacy and to consider how the library is positioned to respond to them. Additionally, as some of the staff at SLQ do not consider it is the role of the library to work in the literacy space, the link between libraries and literacy will continue to be promoted within the organisation after the National Year of Reading has ended.

SLQ staff consider that the National Year of Reading partnerships and programs, such as Ready Readers and Dads Read, has allowed them to strongly promote key messages about the importance of the role of the family in building children’s literacy and to up-skill parents so they have the knowledge and confidence to do this effectively. They feel that this has promoted both the joy and pleasure of reading with children as well as highlighting the important link between oral language and literacy. The staff have also strongly reinforced the key message that the more children read or are read to, the better their reading will be, and they hope this will have a lasting impact beyond 2012.

Due to the range of events held at SLQ during the National Year of Reading, the staff considered that the library was now viewed as a site for significant events, particularly those involving literacy. They hoped this helped change the public’s perceptions of libraries, and SLQ in particular, from a place of books to a place where people can access a range of experiences and skills through books. The SLQ Communications and Marketing Department saw the National Year of Reading as an opportunity to connect with and build stronger relationships with the media and to focus attention on the work of SLQ.

Another legacy from the National Year of Reading was the strength of the relationships that were developed during the year. SLQ staff noted that this aligned with the SLQ’s future focus on developing true partnerships with other organisations and working collaboratively to achieve outcomes which they hoped would result in the delivery of new services, enrichment of existing services and greater engagement with the public. Staff reflected that the QLD State Consultative Committee formed during the National

Year of Reading provided a unique networking opportunity which resulted in new and strengthened partnerships between organisations as well as a number of projects being developed and delivered for the National Year of Reading and beyond. In particular, the National Year of Reading provided the opportunity for an increased number of key organisations working in the literacy space in Queensland to embark on partnerships with SLQ, which had not happened to the same extent prior to this. Staff reflected that to date these relationships had been informal and that beyond the National Year of Reading it would be important to formalise these partnerships by defining the benefits and roles for each organisation. SLQ staff noted that the state government spending cuts experienced in Queensland might have an effect on the library’s ability to build on the legacy of the National Year of Reading, but that they would seek to prioritise partnerships and projects if needed.

Other organisations that had partnered with SLQ also believed there would be a legacy beyond 2012 as a result of their involvement in the National Year of Reading. For example, Playgroup Queensland staff reflected that their participation on the QLD State Consultative Committee had resulted in raising the profile and reach of their organisation. It also provided them with beneficial links to other sectors and organisations, such as the women’s and mental health services that could support playgroup members who were experiencing postnatal depression. With the number of school-based playgroups increasing from 30 to 193, Playgroup Queensland’s involvement in the National Year of
Reading resulted in its engagement with a greater number of schools. Additionally, it formed a new partnership with QPAC and was involved for the first time with the Out of the Box festival. Playgroup Queensland staff reported that participation on the National Year of Reading QLD State Consultative Committee strengthened relationships with regional Queensland public library representatives and that this enabled them to link playgroup members to library services and activities across Queensland.

Education Queensland was another partner organisation that considered their involvement in National Year of Reading had added value to their work. EQ staff noted that the National Year of Reading provided them with the opportunity to develop a vital link with SLQ, which helped to raise the profile of EQ in the area of literacy. They believed that children and the education system would continue to reap the benefit of the National Year of Reading as more literacy messages were promoted and more parents came to value literacy. EQ staff felt sure that they would continue to look for opportunities to build on their partnership with SLQ in the future.

For SLQ, there are a number of projects and partnerships that will continue beyond the National Year of Reading. The Dads Read program would continue for at least another two years, and at the time of writing this report, discussions were underway with Playgroup Queensland about future focal points, including working with a playgroup for fathers who have sole custody of their children and another for fathers caring for children while their wives are away serving in the armed forces. There has also been some discussion with the Créche and Kindergarten Association partnership that could lead to other library services and resources, such as a version of The Corner, being housed in non-library Créche and Kindergarten Association spaces. In addition, EQ’s Ready Reader program will continue and SLQ hoped it might extend to an Office of Early Childhood partnership. The new Out of the Box festival partnership with Griffith University appeared to be ongoing with the possibility of performing arts students continuing to develop children’s theatre at SLQ and within the Cultural Precinct. This is a mutually beneficial partnership as the university will continue to access an authentic, assessable performance event for their students and SLQ will be able to provide affordable children’s theatre for families.

Overall, SLQ staff considered that even with limited resourcing, the National Year of Reading has demonstrated that it is possible to do something high profile at a national level, and that they would not have achieved the same exposure at a state or local level. They also believed that at some point in the future there would need to be another big national idea to continue to drive the key messages of the National Year of Reading.

Finding 3.4.4

The National Year of Reading reinforced SLQ’s newly released literacy framework and helped raise the profile of SLQ and its focus on literacy with the key players in the literacy, education and libraries sector, as well as within the SLQ Board, which SLQ hoped would continue to have an effect past 2012.

SLQ believed that its National Year of Reading campaigns, programs, parent workshops and key messages about the importance of the role of the family in building children’s literacy added value to its existing work and would have an ongoing impact on family and children’s literacy.

SLQ felt that the National Year of Reading events changed the public’s perceptions of libraries and SLQ in particular, and raised the profile of its work within the community.

SLQ strengthened and developed relationships with a range of partners that would continue past the National Year of Reading where resources allow. Staff hoped this would result in the delivery of new services, the enrichment of existing services and an increase in engagement with the public.

SLQ partner organisations felt that their involvement in the National Year of Reading, particularly through the partnerships and projects developed as a result of their participation in the QLD State Consultative Committee, added value to their programs, raised their profiles and increased their reach.

A number of National Year of Reading programs and partnerships will continue past 2012 including the Dads Read program, EQ Ready Readers workshops, Griffith University children’s theatre performances and new activities with Playgroup Queensland and the Créche and Kindergarten Association.

SLQ staff believed that the National Year of Reading had enabled a level of exposure that would not have been achievable at a state or local level and would like to see another way of driving the messages at the national level.
National Year of Reading community programs in QLD

Riverbend Books

Context
Riverbend Books and Teahouse (Riverbend) is located in Bulimba, Brisbane. It is an independent bookseller that has been operating for thirteen years. Riverbend aims to encourage a culture of reading in the local and wider community, and it runs an extensive program of author events, children's events, book clubs and workshops that are delivered to a wide variety of groups including: teacher-librarian networks, social groups, work colleagues, and book clubs. Riverbend has won the award for Queensland Independent Bookshop of the Year six times and the award for the Australian Independent Bookshop of the Year twice. Riverbend has a strong focus on children's literacy with 34% of its stock dedicated to children's books, as compared with other bookshops which stock 14% on average. Owner Suzy Wilson, who has a background in teaching and education and founded the Indigenous Literacy Foundation, became a National Year of Reading ambassador. She took the opportunity to involve Riverbend in a range of National Year of Reading activities.

Programs and activities implemented during the National Year of Reading
One key project involved a partnership between Riverbend and the Gateway Learning Community (GLC), which comprises seven local state schools. The aim of the project was to promote public education and to provide enriched opportunities for learning by connecting to school communities, businesses, parents, teachers and students. Representatives from each school were invited to meet at Riverbend to discuss how the bookshop and GLC could work together to promote literacy and the National Year of Reading. Parent workshops were identified as an area of focus and Suzy Wilson delivered six workshops which emphasised to parents the importance of reading to children and provided them with knowledge about the progression of literacy development in young children. The workshops were delivered on school sites and were well attended by parents who provided positive feedback about the sessions. These workshops also led to further opportunities for engagement when parents visited the bookshop for advice about books, and one of the schools set up a book club for young students. The bookshop's usual suite of events and activities were also branded and promoted as National Year of Reading events. These included children's storytelling sessions and a Hunger Games trivia night.
Reaching the target audience

National Year of Reading branding featured on many materials developed and distributed by Riverbend during 2012. National Year of Reading banners were displayed at the multiple monthly events that were both hosted and attended by Riverbend during the year. The key messages of the National Year of Reading, particularly relating to the importance of reading to children, were presented by Riverbend staff whenever possible during the year. Social media was also used in the promotion of the National Year of Reading and associated events, particularly on the Riverbend Facebook page. Staff reflected that about 15% of event bookings came directly through the Facebook page and some events for younger target audiences were exclusively advertised on Facebook. Although Facebook could be resource intensive, the staff felt that it was a necessary business tool to maintain engagement with the community.

Monitoring and evaluation

While it was difficult for Riverbend staff to quantify the impact that the National Year of Reading had on its outcomes for the year, they knew that the parent workshops had been well attended and the participants had engaged very well with them. Parents also visited the bookshop after their participation in the workshops to seek more advice on books for their children. Additionally, Riverbend staff had received positive feedback about the children's events that had been run and the attendance for these events had also been good.

Legacy

Riverbend's owner Suzy Wilson reflected that she hoped the high profile involvement of a bookshop and bookseller in the National Year of Reading would help validate their important position in the community and within the literacy space. She hoped that a bridge had been built between bookshops and libraries, and she looked forward to working more closely with public libraries and to sharing the rich resources available to both organisations. She noted that there were many benefits for publishers, booksellers and libraries in continuing to work together, particularly in supporting authors who play such a key role in the success of all of these stakeholders.

Although the partnership between Riverbend and the GLC schools was not new, Riverbend staff noted that this National Year of Reading project resulted in them working more closely together and Suzy Wilson anticipated that this will continue beyond 2012.

Finding 3.4.5

Queensland bookshop Riverbend Books' active participation in the National Year of Reading, through online activities, the owner's role as an ambassador and the branding of new and existing events introduced a new dynamic into the store's program.

Riverbend developed a collaborative National Year of Reading project with the Gateway Learning Community to deliver parent workshops about developing children's literacy skills which resulted in promotion of the bookshop, strengthening of the partnership and a likely increase in parent skills and knowledge.

Riverbend staff hoped that the high profile involvement of a bookshop in the National Year of Reading helped validate and promote booksellers' important position in the literacy space, in particular strengthening the relationship between bookshops and libraries which will go beyond 2012.
Crossing Boundaries with Reading: Queensland University of Technology, Marsden State High School, Logan City Council Libraries, School Library Association of Queensland

Context

The Crossing Boundaries with Reading project was funded by a Queensland University of Technology (QUT) Engagement Innovation Grant and involved QUT staff and community partners from Marsden State High School and Logan City Council Libraries. It was led by Dr Hilary Hughes from the Child and Youth Research Centre at the Queensland University of Technology (QUT). Dr Hughes is senior lecturer for the Master of Education, Teacher Librarianship. She has previous experience as a librarian and information literacy educator.

The Crossing Boundaries with Reading project was developed for the National Year of Reading as a program of activities to promote reading, digital literacy and creative expression among high school students in a low socio-economic, culturally diverse community. The project was developed collaboratively using the National Year of Reading as a stimulus and was driven by a desire to engage a group of QUT students and staff in the celebrations and key messages of the National Year of Reading.

Programs and activities implemented during the National Year of Reading

The Crossing Boundaries with Reading project involved students at the Marsden State High School engaging in reading in ways that built on their interests, particularly using manga as an engagement tool. This school was selected principally because it is located in a low socio-economic area and has a culturally diverse population, a fairly high proportion of which do not go on to tertiary study. Since the school already had a manga club, it seemed expedient to build on the students' existing engagement with the manga genre. In addition, because of its visual nature, manga was accessible to students who lacked high levels of literacy and it also provided the opportunity for students to develop cultural perspectives and understandings in a subtle way. The project's theme of crossing boundaries was reflected in the aims of the project to support students and teachers to cross technological, cultural, educational, community and personal boundaries as they engaged in reading and reading related activities.

The project was officially launched on August 22 at Marsden State High School library with an event that enabled the project team to draw together the various project partners and also to provide students with a focus for the project. On the launch day, students engaged in a manga digital storytelling workshop with guest presenter David Lovegrove, a professional manga artist. Prior to the launch, students had participated in a competition to develop a logo for the project. The winning entry by Utah To'omaga was displayed on the project website and was adapted for the website banner. Between September and December a range of other manga and digital literacy workshops were held for students and teachers, as well as workshops on developing texts which also contained some promotion of books and reading.

Students crossed educational boundaries when they participated in a visit to the QUT Kelvin Grove campus on 24 October to explore the different ways reading was important to the university community, as well as to gain a taste of university life and find out about university pathways. The Marsden students enjoyed a series of workshops, where they designed personal story postcards, created some creative mathematical patterns, wrote interactive poetry and played in the library's high tech games lab. They all received vouchers for lunch in the student canteen. The visit provided an opportunity for QUT cross faculty collaboration, with the day's program run by a team comprising students from the Bachelor of Education and MIT/Library and Information Science) programs; a Creative Industries PhD student; academic staff from the Education Faculty, Design School and Information Systems School; and QUT librarians.

The project concluded in December when the students were involved in a series of workshops over three days, when they each drew and wrote a manga comic strip; created a felt hero or mask; and learned to use a range of social media tools for simple digital storytelling. A special highlight was a hands-on session with National Year of Reading Queensland ambassador and author of young adult fiction.
Tristan Bancks, who entertained and further inspired the students to tell their own stories of crossing boundaries. A final high profile event at Marsden Public Library involving all key stakeholders and the students' families was held on 13 December to celebrate the achievement of the project and showcase the varied artwork and digital stories created by the students during the program.

Dr Hughes reflected that this National Year of Reading project had provided the opportunity to strengthen and develop partnerships both within and external to QUT. The involvement in the project of stakeholders and collaborators from other QUT faculties had strengthened internal partnerships. While the involvement of Marsden State High School in the project had resulted in new and stronger relationships between QUT staff and the school's library staff, the English and Art teachers and the principal. The involvement with Logan City Libraries was another important partnership that had been extended as a consequence of the project, and Dr Hughes hoped to continue to develop strong links between QUT, school and public libraries and the School Library Association of Queensland.

**Reaching the target audience**

One of the principle ways that QUT staff engaged with Marsden School students was to spend time developing relationships with them both through organised events and informal visits to the manga club. A dedicated project website had been developed that contained information about the project and acted as a showcase for students' work and achievements. The Crossing Boundaries with Reading project featured on the National Year of Reading site and articles about the project were published in professional journals, such as the Australian Library and Information Association's *Incite* journal, the School Library Association of Queensland's newsletter, QUT publications and school newsletters. Social media was only used to a limited degree due to restrictions that had been set on the use of social media tools in Queensland state schools.

**Monitoring and evaluation**

A monitoring and evaluation schedule was developed for the Crossing Boundaries with Reading project. This included the teachers and students at the school evaluating the sessions and the overall project using questionnaires and QUT students completing some case studies and journaling their experiences of working on the project. In addition, the project team were also developing their own reflective responses as well as conducting interviews with stakeholders. The results of this data collection will be collated and distributed at the conclusion of the project.

**Legacy**

Since the project was funded by a one year QUT Engagement Innovation Grant as a major contribution to the National Year of Reading, it ceased at the end of 2012. However, the project team was hopeful that as a result of this project they might be able to secure additional external funding to continue the work, for example via an Australian Research Council Linkage Grant. Regardless of future funding, the QUT staff hoped that the linkages and partnerships made during this National Year of Reading project would continue in some capacity after 2012. They believed that the project had resulted in the Marsden teacher librarian and the school library having an increased profile within the school, particularly amongst the school's leaders. This project had been part of a bigger program of National Year of Reading events at Marsden SHS library and the teacher librarian had already made plans to build on the project in 2013.

---

**Finding 3.4.6**

Queensland University of Technology developed and delivered a National Year of Reading project which successfully engaged QUT and community partners in a program of manga based literacy activities, workshops and events to promote reading, digital literacy and creative expression among high school students in a low socio-economic, culturally diverse community high school.

QUT staff reflected that this National Year of Reading project provided the opportunity to strengthen and develop partnerships both within QUT and the project team, as well as between QUT and a range of partners, which they hoped would continue past 2012.

QUT staff felt that the project had resulted in the school teacher librarian and school library having a higher profile and more influence within the school, particularly with the school leaders, which could be built upon in coming years.