



AUSTRALIAN READING HOUR

MAKE A DATE WITH A BOOK
AND CELEBRATE THE WONDER
OF READING

20.09.2018



#readinghour

Australian
Reading Hour

WHAT IS AUSTRALIAN READING HOUR?

QUITE SIMPLY, ON THURSDAY SEPTEMBER 20TH 2018, WE ARE ENCOURAGING ALL AUSTRALIANS TO PICK UP A BOOK AND ESCAPE IN ITS PAGES FOR AN HOUR

- the Australian Reading Hour will encourage young, lapsed and committed readers to escape, to relax, to learn and to experience the wonderful world of books
- the Australian Reading Hour is the first cross-industry reading campaign supported by the whole book industry to encourage people to read more and rediscover their love of reading
- It doesn't matter what time of the day you pick up the book, just dedicate one hour to the cause!
- Why an hour?
Libraries found readers engaged readily with setting aside a very achievable hour for reading on the nominated day



ESCAPING FOR AN HOUR

WHAT ARE THE BENEFITS OF READING?

INCREASING LITERACY AND NUMERACY SKILLS HAS A POSITIVE AND SIGNIFICANT EFFECT ON JOBS

- Reading reduces stress by 68%, relieving stress more quickly than listening to music, going for a walk or having a cup of tea
- Children who know adults who read for pleasure take it for granted that reading is valuable
- The more leisure books people read, the more literate they become and the more prosperous and equitable the society they inhabit
- Reading a gripping novel causes positive biological changes in the brain that can last for days
- When tested for empathy, readers of narrative fiction achieved significantly higher than other groups
- Reading is closely linked to increasing our understanding of our own identities
- It was found by the Melbourne Institute of Applied Economic and Social Research that reading to children six to seven days a week puts them almost a year ahead of those who are not being read to



READING REDUCES STRESS



CHILDREN ENJOYING READING



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2018 AUSTRALIAN READING HOUR

REACHING MILLIONS OF AUSTRALIANS

SNAP SHOT OF LAST YEAR'S CAMPAIGN

- 14 million video views
- 66 million impressions
- 3 million net reach
- 13,000 social media shares
- 1,700 pledges
- Hundreds of organised author and reading events



SOCIAL MEDIA SHARES



SOCIAL MEDIA



IMPRESSIONS



NET REACH



2018 AUSTRALIAN READING HOUR

CELEBRATING AUSTRALIAN AUTHORS

AUTHORS AROUND AUSTRALIA

- It's so important that we continue to hear, read and see Australian books, because they entertain us, they provoke us, they tell us what Australian society is like. They tell us where we've been, who we are, and where we're going



THOMAS KINNEALY



JACKIE FRENCH



DI MORRISSEY



MORRIS GLEITZMAN



JUDY NUNN

2018 AUSTRALIAN READING HOUR

WHO MAKES IT HAPPEN?

MEMBERS OF AUSTRALIA'S PARLIAMENT

- The cross-party Parliamentary Friends Groups will launch the 2018 Australian Reading Hour on Tuesday 18th September at Parliament House
- In 2017, there were speeches on the evening by Senator Linda Reynolds, Thomas Keneally, Mem Fox and Tony Burke MP



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Australian Reading Hour

2018 AUSTRALIAN READING HOUR

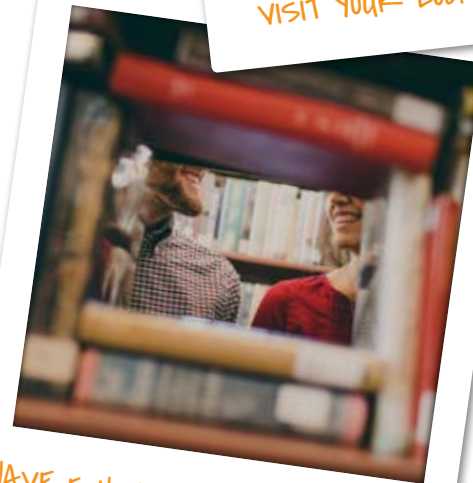
WHO MAKES IT HAPPEN?

LIBRARIES ACROSS EVERY STATE AND TERRITORY OF AUSTRALIA

- Major events are planned for every state library around the country
- Thousands of people joined some of Australia's most notable authors at events held within hundreds of libraries across the width and breadth of Australia
- From Perth to Penrith, from Darwin to Dubbo and Gympie to Geraldton, people will come from far and wide to celebrate the joy of reading in their local libraries and connect with their local communities
- 2018 is already becoming an even bigger year for libraries around the country



VISIT YOUR LOCAL LIBRARY



HAVE FUN EXPLORING NEW BOOKS!

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WHO MAKES IT HAPPEN?



- In 2017, Google encouraged the 1500 staff in their Sydney campus to take part
- It was promoted within their building and throughout their organization through emails, newsletter and displays around the office



GOOGLE INTERNAL DISPLAY



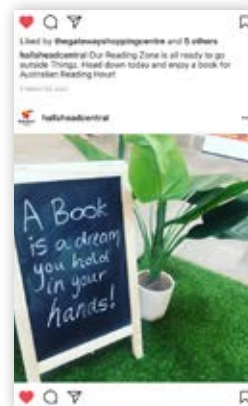
GOOGLE HEADQUARTERS

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WHO MAKES IT HAPPEN?



- One of Australia's largest retail groups, Vicinity Shopping Centres, is one of our most important partners, collaborating with libraries and booksellers in their local areas
- Over 50 shopping centres were involved Australia wide, creating author events and book nooks spreading the word through their extensive social media and online database, via local print media and highly visible posters and displays throughout their centres



VICINITY AUTHOR EVENT



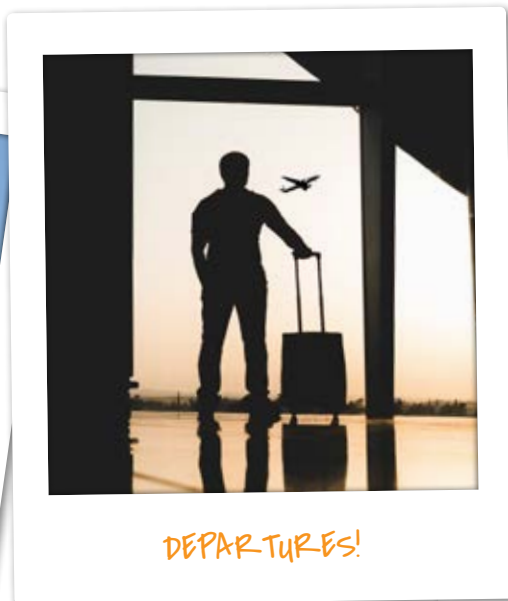
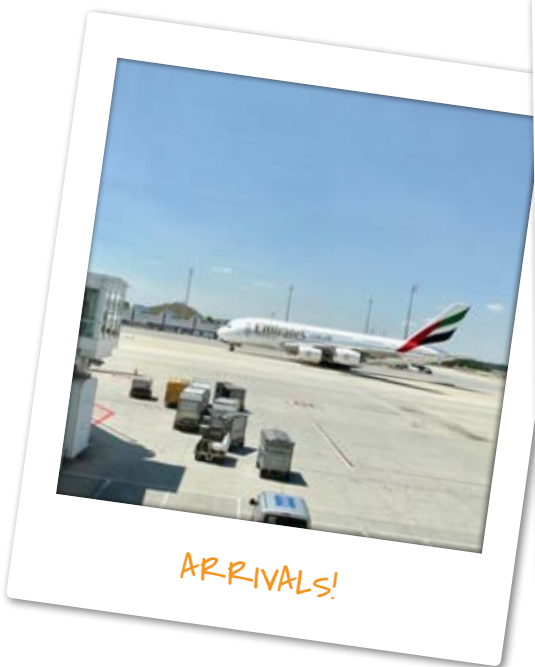
VICINITY EVENT 2018

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WHO MAKES IT HAPPEN?

AIRPORTS ACROSS THE COUNTRY

- Travel retailers AWPL worked with airport management to drive participation and promote on social media

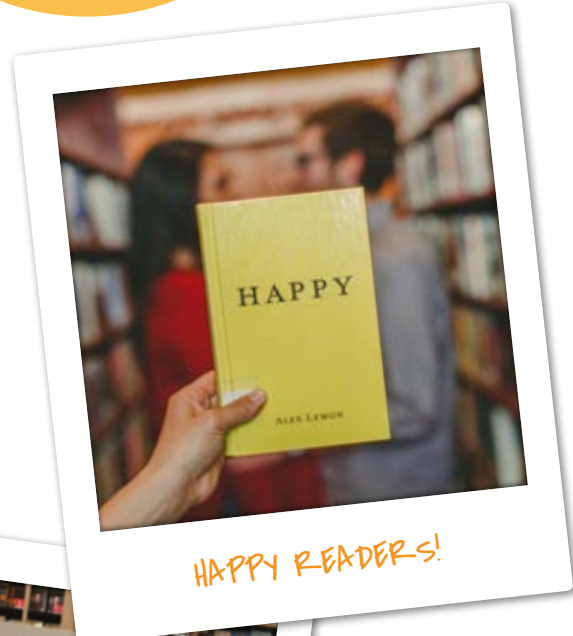


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WHO MAKES IT HAPPEN?

BOOKSELLERS AROUND THE COUNTRY!

- Booksellers around the country were incredibly strong supporters of the Australian Reading Hour, creating window displays, displays within the stores, creative events, reaching out to their customers through their social media, catalogues and store promotions
- Retailers have given their firm commitment to embrace and support the Australian Reading Hour in 2018



HAPPY READERS!



NEWSLINK STAND



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WHO MAKES IT HAPPEN?

PUBLISHERS AROUND AUSTRALIA

- As an industry lead initiative, every book publisher both major and independent will again be giving strong support to the Australian Reading Hour 2018
- All book publishers will make available their significant resources in all areas of their business to support and amplify the campaign
- Particular strength will be given to the campaign with each publisher utilizing their respective social media reaches throughout both their consumer and business channels



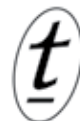
PUBLISHER ACTIVITY



PRODUCTIVE LUNCH BREAK



COUPLE OF BOOK WORMS!





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IN 2018 WE ARE LAUNCHING THE AUSTRALIAN READING CHALLENGE

The Australian Reading Challenge is a reader support initiative designed to increase the frequency and duration of reading, driven by the desire to create and sustain a less stressed, healthier, happier, more resilient, more emotionally and intellectually intelligent Australia

It's all about making reading a priority and a habit

HOW IT WORKS?

- Benchmark your reading habits against the national average
- Make a reading pledge
- Set up your personal challenge from our preset lists
- Receive reminders/encouragement/recognition & reward for attaining your goals

OUR GOAL

- A more engaged, more frequently reading Australian population that values reading as a pastime and contributor to their overall wellness

2018 AUSTRALIAN READING HOUR

WHO MAKES IT HAPPEN?

AND OF COURSE MANY OF AUSTRALIA'S MOST LOVED

AUTHORS



RAY MARTIN



LIBBY HATHORN



DI MORRISSEY



THOMAS KINNEALY



MORRIS GLEITZMAN



JACKIE FRENCH



JUDY NUNN

2018 AUSTRALIAN READING HOUR 2018 A BIGGER AND BETTER YEAR!

“So, once again the Australian Reading Hour is going to be a very important cultural part of the Australia’s calendar year, from the prestigious launch at Parliament House in Canberra with author ambassadors Morris Gleitzman and Judy Nunn, to author events at libraries throughout the country, along with incredible support from the Vicinity Shopping Centres and all book retailers nationwide, coupled with the added strength of our Australian Reading Hour corporate partners”

- THE AUSTRALIAN READING HOUR TEAM



BRIGHT IDEAS WELCOME!



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**GREAT OPPORTUNITIES TO
GET INVOLVED!**

THERE ARE PLENTY OF OPPORTUNITIES FOR NEW PARTNERS TO PARTICIPATE IN 2018 JOIN THE THOUSANDS OF READERS AND HUNDREDS OF BUSINESSES WHO TOOK PART IN 2017 AND MAKE 2018 THE BIGGEST YEAR YET HOW DO YOU JOIN? SEE BELOW

- For all of those that gave us incredible support last year, thank you! We would love you to join us once again and increase your level of participation
- the Australian Reading Hour 2018 has a lot more resources available in regard to assistance that may be needed, to give you the tools you need to create your own experience and/or event
- There is a team available on the ground for you to tap into for advice, resources or assistance
- We have collated a number of assets for you to tap into to access the Australian Reading Hour through your owned channels like Social Media, Newsletters, Notice Boards or email databases Read on for links to Bookmarks, Posters, Digital etc
- Don't forget we can also offer discounts from RRP's on Australian books through a variety of bookselling partners
- All we ask you to do is encourage people to read for just one hour on Thursday 20 September, 2018
- If you would like more information, please contact us at info@entmkg.com



2018 AUSTRALIAN READING HOUR

WELCOME ABOARD!

WELCOME ABOARD THE AUSTRALIAN READING HOUR 2018 TEAM!

- To access all the resources you need to get started please go to readinghourgau/resources where you will be able to access, POSTERS, DIGITAL IMAGES, BOOKMARKS, POINT OF SALE, SUGGESTED ACTIVITIES
- Click here to access specific packs: <http://wwwreadinghourgau/>
- Follow us, subscribe and pledge



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THANKS TO OUR 2018 PARTNERS



“Books are our magical doors, our personal treasures,
the beloved artefacts of the spirit of our community”

- Tom Keneally



**Australian Literary
Agents' Association**



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