

Australian **Reading Hour**

A Book Industry Collaboration

Thursday 20 September, 2018

Australian Reading Hour

The Australian Reading Hour campaign is supported by the Australian Authors Society, the Australian Literary Agents Association, the Australian Publishers Association, the Australian Booksellers Association, the Australian Library and Information Association, the Australian Public Library Alliance, Better Reading and the Copyright Agency Limited.



Australian **Reading Hour**

Why the Australian Reading Hour?

Australian Reading Hour

The premise of Australian Reading Hour is simple. It's about picking up a book and reading for an hour anytime during the day on Thursday 20 September. Pick up a book, read on your commute, read on your own, read to the children in your life or join in one of the many events for all ages to share in the many benefits of reading.

20
Sept
2018

**Take the time
to relax**



Australian
Reading Hour

Australian Reading Hour

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.

Australian **Reading Hour**

Ambassadors

Australian Reading Hour



“Not only am I privileged enough to share my stories with the world, but I love reading. The worlds, characters and emotions created by a good book is unrivalled; it’s the perfect escape from the everyday. I’m thrilled to be involved with the Australian Reading Hour for 2018, and hope to share my love of reading with everyone.”

Judy Nunn

Australian Reading Hour Ambassador 2018

Australian Reading Hour



“Most vital human functions are accompanied by pleasure, and reading is no exception. I’m proud and delighted to be an Australian Reading Hour Ambassador for 2018, and to use the opportunity to gently remind the adult community that young people deserve that pleasure every day. They also need it, because no other activity will better equip young people to embrace their futures in a sometimes dark and uncertain world with optimism, resolve and creativity. Our stories have saved us in the past, and in the minds of young readers they can again.”

Morris Gleitzman

Children’s Laureate and 2018 Australian Reading Hour Ambassador

Australian Reading Hour

Partnerships

Australian Reading Hour

Translink and **Queensland Rail** kindly offered us an amazing opportunity to utilise their electronic screens and cross-digital screens in CBD train stations as well as LCD screens onboard trams and trains, and high-profile billboards to promote Australian Reading Hour.

1000 Australian books were donated by Australian publishers and, with bookmarks and flyers, **given away** on Queensland trains, buses, ferries and trams. This amazing stunt was supported through TransLink social media posts, on their website and via EDM.



TransLink @TransLinkSEQ · Sep 20


@AusReadingHour helped us give away a few copies of some great reads this morning - were you one of the lucky commuters who scored a free book from our CLOs? goo.gl/W94qcK




Australian Reading Hour

TRANSLINK

Social media posts on Translink to a combined following of **290,518**

 73,000

 216,000

 2,849

QLD RAIL

Social media posts on Queensland Rail to a combined following of **82,845**

 35,491

 45,948

 1,406

1000 bookmarks, flyers and books were given away to Queenslanders the morning of Australian Reading Hour



Australian Reading Hour

Better Reading ran a substantial campaign, interviewing dozens of Australian authors about the importance and benefits of reading and posting this content on their social channels to thousands of engaged readers.

Better Reading Kids
September 16 at 2:00 PM · 🌐

Ready to celebrate your love of reading? See how you and your family can join in the fun this Australian Reading Hour.



BETTERREADING.COM.AU

Book Party: Everything you need to know about Australian Reading Hour

Better Reading Kids
1 hr · 🌐

There are lots of ways to get involved in Australian Reading Hour today. Plan to head out to events at your bookshop or library or keep it simple and read a really long bedtime story tonight. However you choose to celebrate enjoy that extra hour of reading bliss!



BETTERREADING.COM.AU

5 Enthralling Extracts for Australian Reading Hour

Peacock Detectives by Carly Nugent – Read an extract The last time...

Better Reading
September 13 at 10:00 AM · 🌐

In the lead-up to the Australian Reading Hour on Thursday 20 September, we reveal how books work more magic than we know...



BETTERREADING.COM.AU

Is Reading The Best Medicine? Why books are good for us
If you're reading this article, you probably love to read. It's an activit...

Better Reading
20 September at 10:00 · 🌐

Today's the day... the Australian Reading Hour is here! To celebrate, here's a compilation of some of your favourite authors talking about the importance of reading and why they love to read. Leave a comment telling us why you love to read, too!

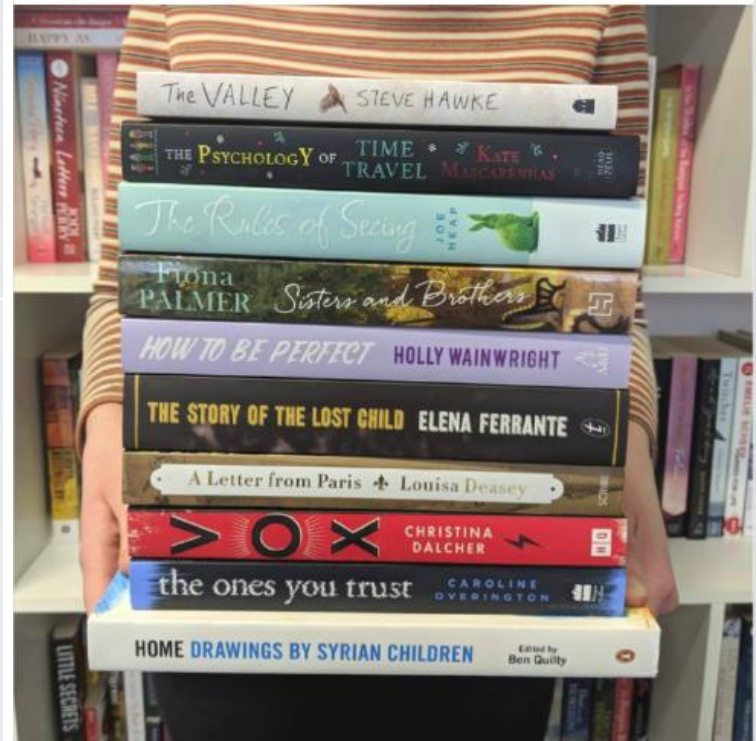


👍❤️ 37

4 Comments 21 Shares 4.6K Views

Better Reading
September 7 at 4:30 PM · 🌐

Here's our stack right now! We've added a couple more books to prepare for the Australian Reading Hour. What are you reading at the moment?



Australian Reading Hour

BETTER READING

Social media posts on Better Reading to a combined following of **153,000** Adults, **33,000** Kids and **50,000** subscribers!



Adults

Post	Reach
Intro post with event page link	8,567
Book Stack Classic Novels	10,260
Video - Aussie Classics	5,648
Book Stack Contemporary Novels	16,873
Article - The Magic of Reading	22,202
Video - Importance of Reading	10,044




Kids


Post	Reach
ARH Video	3,200
Intro post	6,003
Event Highlights Piece	3,570
Editorial	3,761
Garth Nix Reading Hour Booklist	2,154
Collection of Extracts	2,628
Kids EDM with Promo Slot	6,588

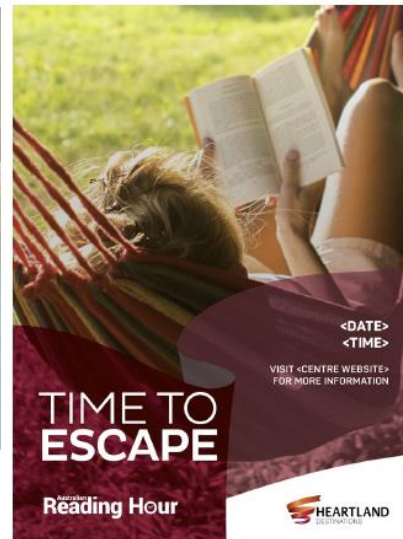
**BETTER
READING**
Books that won't let you down

Australian Reading Hour

Many **Vicinity Shopping Centres** had dedicated reading nooks and all 44 'Heartland' centres were encouraged to run free advertising for the event on billboards and through social media. EMD of 5,095 with 17.3% open rate.

 6,874 likes

 2,383 likes



Australian Reading Hour

The **CSIRO** encouraged their 5,000 scientists to take part and actively promoted ARH through their website and social media channels.

You Retweeted
CSIRO @CSIROnews · Sep 20
We know how good reading is for kids but have you thought about science literature for the children in your life? Its sure to satisfy their curious minds. Here's our top suggestions blog.csiro.au/get-into-our-g... ^NG #readinghour @AusReadingHour @CSIROPublishing



1 24 43

Get into our good books with science for kids

By Nikkii Galevis | 20 September 2018 | 5 minute read



Spending an hour reading with your kids can do wonders

Do you love curling up with a good book and disappearing into another world or learning something new and amazing? Well, turns out not only is reading enjoyable, it's also good for you. It affects personal and social development, happiness, behaviour, relationships, education, employment, financial well-being, health, and community and cultural participation. Yep, all that from a few hours of reading.

The Melbourne Institute of Applied Economic and Social Research found that reading to children six to seven days a week puts them almost a year ahead of those who are not being read to. But research shows that the number of children and adults engaged in reading for pleasure has dropped over the last decade.

"Reading has changed me, shifted my world view, enriched me, given me knowledge, delighted me. It is marvellous how patches of ink on paper can so affect us." — Andrew Stammer, Director of CSIRO Publishing

Ok so we know how important reading and literacy is, especially for kids – setting them up for life. But did you know that science literacy is also super important for children's development? Reading fiction helps children build their imagination, creativity and empathy but reading non-fiction is also critical. Children are natural learners. Their brains are sponges soaking up all the knowledge they can from the world around them. Just spending a few minutes with a primary-school aged child and you'll start getting the questions: "Why is the sky blue?", "How do volcanoes erupt?", "Why aren't there dinosaurs anymore?" If we don't spend time on science in these early years, we're missing out on prime timing. Kids are already willing to ask the questions, so we must try to answer them and encourage them to figure

Share this



Tags

Events, Innovation, Students

★ While you're at it...

Pint of Science:
Sometimes science is better over a beer >
[About Us](#)

Braithwaite, there's MORE: celebrating our lifetime achievers >
[About Us](#) [Environment](#) [Health](#) [Oceans](#)

The Big Six: Our innovation hacks for the future >
[About Us](#)

Australian
Reading Hour

Media

Australian Reading Hour

The media achieved for the **2018 Australian Reading Hour campaign** totals just over

40 media items and has been widespread across Australia for TV, print, radio and online with a reach of just over **seven million**.

We secured broad media coverage for the campaign including an appearance by **Felice Arena** on **ABC ME**, **Judy Nunn** on **ABC TV News Breakfast** and **Channel 7 Mornings** as well radio interviews for **Morris Gleitzman** and **Phillipa McGuinness** on **ABC Radio National Bookshelf** and **Anita Heiss** on **ABC Nightlife**.

Morris Gleitzman was also interviewed on **ABC Radio Canberra**, **ABC Radio Melbourne**, **ABC Radio Adelaide** and for **The Canberra Times**, with **Turia Pitt** discussing the benefits of reading for **Good Health Magazine**.



Australian Reading Hour

Judy Nunn wrote a beautiful opinion piece for *SMH/Age Spectrum* and **Zana Fraillon** co-hosted a 1-hour special about reading on *Funky Kids Radio* with guest authors **Ruth Devine and Adrian Beck**. **Louise Sherwin-Stark** discussed the campaign on *QUT Radio News Bulletin* and *Australian Women's Weekly* also promoted the Australian Reading Hour.

The Sydney Morning Herald

Writer Judy Nunn on a life of books

By Judy Nunn
13 September 2018 — 1:00pm

I can't remember a time when I didn't love to read. I can't remember a time when a book wasn't the most desired Christmas present or a visit to the library with Mum wasn't the highlight of the week. Of course there must have been a time when I couldn't read – it's just that I can't recall it.

My love of books didn't stem from a shy, reclusive personality that begged isolation, believe me. I was an out and out tomboy, boisterous, hyper-active, and over-talkative (I hear friends say, 'so what's new?'). But as a child when a book took me on a journey; when it introduced me to new friends (and possibly new foes); when it engaged me in fresh adventures, I was lost. Because that's what books were to me – books were a journey, an adventure, a whole new world. And they still are.



Australian Reading Hour

The Daily Telegraph covered the **Mick Elliott** and **Oliver Phommavanh** event in Yetman with over a page in their weekend **Saturday Extra** lift out.

62 SATURDAY SEPTEMBER 22 2018 DAILY TELEGRAPH.COM.AU

ARE WE THERE YET? YET!

TWO CHILDREN'S AUTHORS BRING THE JOY OF READING TO A REMOTE NSW COUNTRY SCHOOL, REPORTS ELIZABETH FORTESCUE IN YETMAN

Pulling over in a swirl of dust between the remote and Yetman (population 200), writers Oliver Phommavanh and Mick Elliott make a quick shower call to their destination.

Yetman Public School teacher's aide Nerissa Jackson answers.

"We're going to have a lot of fun today. We'll see you in just over half an hour," Elliott tells Jackson brightly from his hired four-wheel drive.

"All right, we'll see you soon," Jackson says, civil and professional, on speaker phone. But Jackson's voice rises an octave as she hangs up.

"They're half an hour away?" Elliott and Phommavanh pull up outside the school and see the notice board.

FAMOUS AUTHORS VISITING: FREE BBQ LUNCH! ALL WELCOME.

Jackson is waiting nervously inside the archway commemorating Yetman school's centenary in 1967.

The esteemed visitors would've been better to take the sealed road from Warialda rather than risk the ruts on the dirt road, she tells them. But never mind, they're here.

Principal Charmaine Johnston greets the visitors in

the staffroom, whose table is laden with homemade cupcakes, sticky date muffins and an ice-cream bar. Later there'll be burgers for lunch.

Jackson declares she's never again going to organise anything as stressful as an authors' visit to the school.

But the young aide has excelled. Nothing as exotic as a real writer — let alone two — has ever come to the tiny school, which has 21 students between kindy and Year 6. I think (the students) will just be excited somebody new has come," Johnston says.

"As you can see, we're a long way from everywhere," Jo Yetman, 67, then north of Sydney, the students already love books.

"That's a little different element when someone comes who is an author and can show their love of books," Johnston says.

Today children from two other schools are visiting Yetman Public to join in the fun of hearing the authors.

Kids from Borekiah Public School and Toomelah Public School have travelled the excited audience to about 40.

Elliott and Phommavanh have flown from Sydney to Yetman just to visit the kids in part of the second annual

Australian Reading Hour — a publishing industry campaign which on Thursday featured hundreds of organised authors and reading events.

The event trended No. 1 on Twitter all day, says organiser Louise Sherwin-Stark, CEO of publisher Hachette Australia.

Although Phommavanh once visited a village in the Papua equivalent to talk about his books, he ranks Yetman high on his remote list. Certainly, no other author ventured further for Reading Hour, Sherwin-Stark says.

If you haven't already guessed, Phommavanh and Elliott are children's authors. They are both comfortable in front of a young audience and are hugely entertaining.

The Yetman kids know the authors would read from their latest books — but they get much more than that.

Elliott, a 45-year-old who worked on Nickelodeon for years, brought a case filled with rubber spiders.

Phommavanh, 35 and a former teacher, was armed with plush toys including a blue bear called Grumpy. Both were masters of entertaining the kids in the covered outdoor hearing area.

Phommavanh was a short story prize-winning author of the book *Natural Born Loser*, and Elliott began with a self-deprecating comment.

"You might think we're really famous and people want your autograph, but you spend most of your time sitting by yourself and feeling like a big nobody," he says.

The kids are soon in stitches.

Elliott scores signals of laughter when he reads a chapter from his latest book *The Turners*, published by Hachette Australia. It's about a family whose members each turn into a different kind of animal for 15 minutes every day. They don't want to, they just can't help it.

The discussion turns to spiders. Ella says she caught a huntsman with her friend Daisy, and they released it on the doorstep of some French backpackers. Elliott yells. "Let's release the spider!"

Brodie, William and Emma step up, and are kindled. Elliott gets out his rubber spiders and drops them in the cupped hands of each student. But there are bush kids, and they barely flinch.

Elliott says writers often draw on their own experience, and that the kids could write about holding a spider.

"Everyone was wondering what's going to happen next," he tells them. "The teachers are thinking they'll have to call the police about a spider bite. You were wondering if you were going to get bitten — and the rest of you were hoping they would get bitten."

Phommavanh is up next, and echoing the reality of rural life tells the kids that if they don't read his book he'll chip off his toy chicken's head. They scream with laughter.

Phommavanh says his first book was about his embarrassing family. Embarrassing families are always a good subject, he says.

"Write a story about your family and we discover more about your culture as well," he says. Phommavanh's family background is Thai and Lao.

He made from his new book about someone being possessed by a totem, and asks the kids to think of a "secret weapon" to kill the insect.

"A shogun!" yells one student.

Yetman school children Lee (left) and Brody, and (right) authors Oliver Phommavanh and Mick Elliott.

YETMAN SCHOOL STUDENT STEVE, 6, AND (R)PHD STUDENTS AND TEACHERS FROM YETMAN, BOREKIAH AND TOOMELAH SCHOOLS.

The US Coast Guard spent months back in many couples — where to raise it and his frequent from their Florida home the only way he could would over his and not was to kill her as sea a shipwreck. Bennett, married tabula's mother of their infant in May last year about Surf into Summer in off Cuba. In a series Miami courtroom at December trial for murder, the FBI has case that escalating marriage, crushed. Bennett to kill his Assistant US At Luikewimmer said the couple were "in means", spending year while crime. They allege to and Australian of worked as a pilot on Queensland's 18 ownership of Beach townhouse \$1,050,000, a insurance for as well as her car. It's a first Bennett's first was rescued to after the coast honeymoon's surprised to wasn't about rare gold and search of his "Our kids are very well cultured in language and

MIAMI
AN AUSTRALIAN OF SCUTTLING

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PICTURES: LUKE CORNISH

Australian Reading Hour

Matt Stanton's talk at the Sydney Children's Hospital was covered by The Southern Courier and The Smith Family's **Graham Jaeschke's** was talking all things books on Fiveaa Adelaide Radio.

We recruited **Dr Nicola Gates**, a Clinical Neuropsychologist with a passion for sharing the scientifically proven benefits of reading, and **Associate Professor Mike Piper** for media interviews. Mike Piper was interviewed on *ABC Radio Brisbane* on why reading is good for children's brains and Nicola Gates was interviewed on *ABC Sydney* and *2BG* news on how reading is good for your brain.

The industry's **Books + Publishing** magazine covered the outcomes of this year's campaign.



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Australian Reading Hour: 1240 orgs, 2324 readers participate

26 September 2018

More than 1240 organisations and 2324 readers registered to participate in Australian Reading Hour (ARH) on 20 September, a huge increase in participation from [last year's inaugural campaign](#).

The campaign, which encourages Australians to read for an hour to celebrate the benefits of reading, included 112 events, including 37 author events, with this year's theme of 'Make a date with a book'.

A five-month social media campaign has grown ARH's audience by over 75% compared to last year, according to an ARH spokesperson. Trending hashtags on Twitter related to the event included [#ReadingHour](#) and [#TakeTheTime](#).

ARH chair and Hachette CEO Louise Sherwin-Stark said: 'We were absolutely thrilled with the political, community, industry, media and social media response to the Australian Reading Hour this year. We've extended our reach and trended at number one all day on Twitter, and seen much more evidence of grass roots engagement.'

A number of authors were involved in this year's campaign. Australian Children's Laureate and ARH ambassador Morris Gleitzman read to over 210 children from three Melbourne primary schools at an ARH event at the Wheeler Centre in Melbourne. Gleitzman also reminded us that [reading is not just for children](#), saying, 'As adults we're busy, we're distracted, we should make time to reprioritise to read to and with children but also take time to read ourselves.'

Writers Mick Elliott and Oliver Phommavanh appeared at an event in the small New South Wales town of Yetman, near the Queensland border, after a school in the town asked to be involved in ARH.

Learn more about the event on the [ARH website](#).

Recent articles

HarperCollins, Hardie Grant, S&B and Walker join forces in NZ sales and marketing agency [Local news](#)

Egan announced as incoming ABA CEO [Local news](#)

Minister admits NSW arts funding was redirected to Sydney Symphony Orchestra [Local news](#)

Readings BLV moves to larger site amid library redevelopment [Local news](#)

SPN announces Isdahl, Dattner as conference keynote [Local news](#)

Wyld, Howard, Younus announced as inaugural participants of Writers SA residency project [Local news](#)

Vivas to join Hardie Grant Egmont as publisher [Junior Local news](#)

Giramondo acquires McGregor's photoessay memoir on 'Invisible Ink' [Local news](#)

Text dominates shortlist for 2018 CHAGS Australia Book Prize [Awards Local news](#)

Home Prize backflops on rule change, Mann and Funder quit as judges [Awards Local news](#)

Australian Reading Hour

Events

Australian Reading Hour

Australian Reading Hour was launched in Parliament House Canberra by **Judy Nunn** and Children's Laureate **Morris Gleitzman**, and was well attended by industry representatives and MPs. Minister **Linda Reynolds** and **Graham Perrett MP** both addressed the room on the benefits of reading, with Graham Perrett raising the benefits of reading of the floor of the House of Representatives.



Aust Publishers Assn

@AusPublish

Following

Many many thanks go to [@MorrisGleitzman](#) the [@Ozlaureate](#) for his keynote speech launching Australian Reading Hour at Parliamentary Friends of Australian Books and Writers group.

[#pfabw](#) [@AusReadingHour](#)



7:37 AM - 19 Sep 2018 from Canberra, Australian Capital Territory

6 Retweets 12 Likes



Aust Publishers Assn @AusPublish · Sep 18

Wonderful to have Book champions like [@Catbilyk](#) at the Parliamentary Friends of Australian Books and Writers for the launch of Australian Reading Hour [#takethetime](#)



Aust Publishers Assn @AusPublish · Sep 20

Hear from co-chair of the Parliamentary Friends of Australian Books and Writers (PFABW) group, [@GrahamPerrettMP](#), speaking in the Federation Chamber of Parliament House about the benefits of reading pointing to Australian Reading Hour.

[#pfabw](#) [#readinghour](#)

buff.ly/2NVIFKB



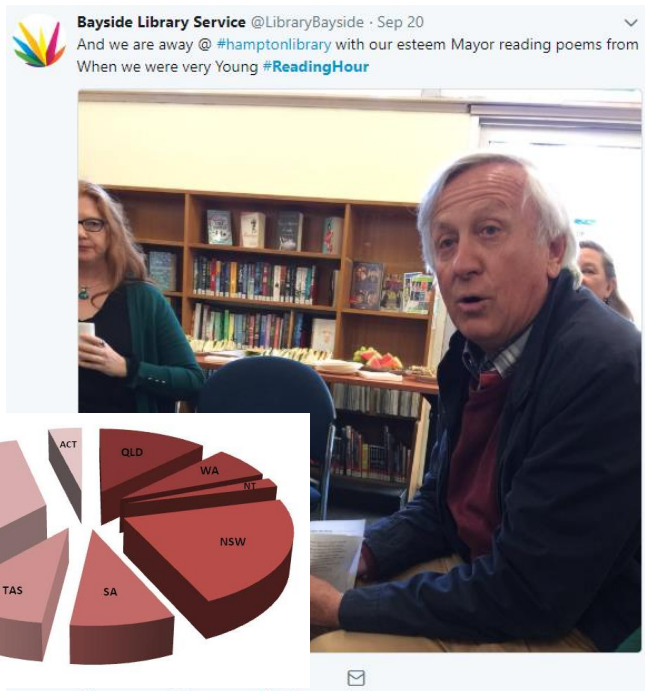
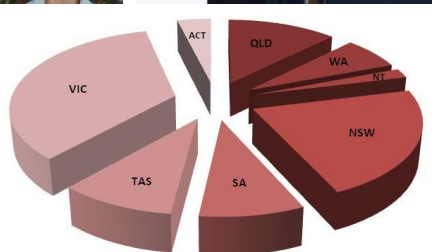
Australian Reading Hour

Hundreds of events, including 37 formal author events, took place including: library events for **Dame Quentin Bryce** at Indooroopilly as a part of Brisbane Libraries' *The Books That Made Me* series of events; **Rachael Johns** in Perth; **Toni Tapp Coutts** in Darwin; **Rebekah Clarkson** and **Fiona MacIntosh** in Adelaide; **Heather Rose** in Hobart; and silent reading parties, bookish morning teas and bedtime stories in Victorian Libraries. Bookstore events included: **Pip Williams** at Mostly Books in Adelaide; **Stephen Dando-Collins** at the Stories Bookshop in Launceston; and **Garth Nix** at Better Read Than Dead in Newtown. *Voices on the Coast* celebrated with a pajama party!

You Retweeted
Brisbane Libraries @BNElibraries · Sep 20
 Join us today in libraries to celebrate @AusReadingHour with some of your favourite authors - Dame Quentin Blake, Christine Wells, Natalie Jane Prior or Mary-Rose MacColl! bit.ly/2xolFtn



Christine Wells

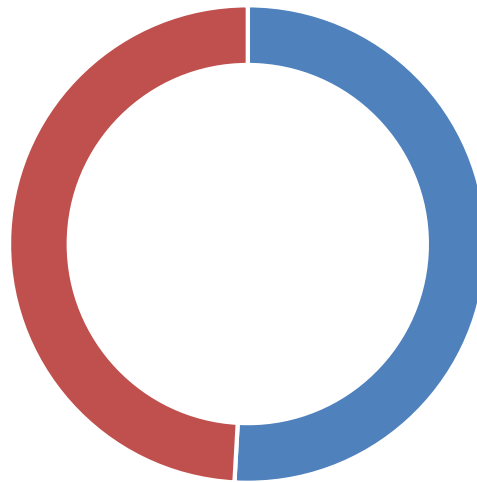


Australian Reading Hour

METRO vs REGIONAL

Just over half of the 2018 Australian Reading Hour events were held outside of Metro areas in regional towns around the country.

Metro vs Regional

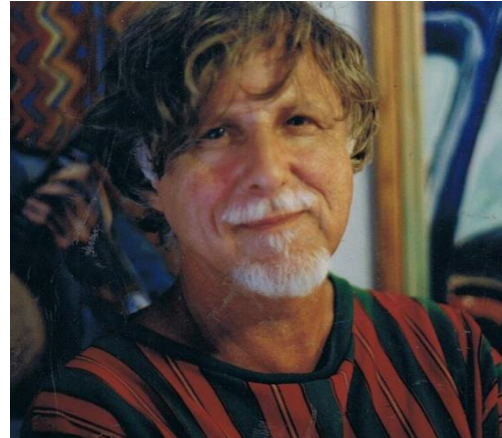


■ REGIONAL ■ METRO

Australian Reading Hour

AUTHORS

37 Australian authors from around the country participated in coordinated Australian Reading Hour events in libraries, bookstores, and shopping centres:





MAJOR EVENT

Morris Gleitzman at the Wheeler Centre

Australian Reading Hour Ambassador and 2018 Australian Children's Laureate, Morris Gleitzman read to over 210 children from three separate primary schools in Melbourne's suburbs at The Wheeler Centre in Melbourne's City Library to celebrate Australian Reading Hour.

The children were transported from their schools to the venues and returned after their reading adventure with Morris. All were enthralled with his story telling and insights into the importance of reading.

Australian Reading Hour

Australian Reading Hour

**WOULD LIKE TO INVITE
YEARS 5 AND 6 STUDENTS
IN MELBOURNE TO A
SPECIAL AUSTRALIAN
READING HOUR EVENT
WITH THE 2018 CHILDREN'S
LAUREATE AND MUCH-
LOVED AUTHOR,
MORRIS GLEITZMAN!**



The premise of Australian Reading Hour is simple. It's about picking up a book and reading for an hour anytime during the day on Thursday 20 September.

Children's Laureate and 2018 Australian Reading Hour Ambassador Morris Gleitzman points out, "Most vital human functions are accompanied by pleasure, and reading is no exception. I'm proud and delighted to be an Australian Reading Hour Ambassador for 2018, and to use the opportunity to gently remind the adult community that young people deserve that pleasure every day. They also need it, because no other activity will better equip young people to embrace their futures in a sometimes dark and uncertain world with optimism, resolve and creativity."

"Our stories have saved us in the past, and in the minds of young readers they can again."

We look forward to you joining us at this unique event to celebrate Australian Reading Hour.

Tickets are free and limited to 250 seats available, please contact us as soon as possible to secure your place! Transport to and from the school can be arranged for you.

Please confirm your attendance, student numbers and transport requirements by contacting:

Nicole Salisbury
EMG Pty Ltd
nicole@entmkg.com
0417 247 545

WHERE: The Wheeler Centre
176 Little Lonsdale St, Melbourne VIC 3000
WHEN: 11am - Thursday 20 September, 2018
SCHEDULE: 11am - Arrival
11:15am - Introduction
11:20 - 11:45am - Morris Gleitzman Reading
11:45 - 12:00pm - Q&A session

#readinghour

Australian Reading Hour



Excellence in Education



Australian Reading Hour

MAJOR EVENT

Yetman Public School

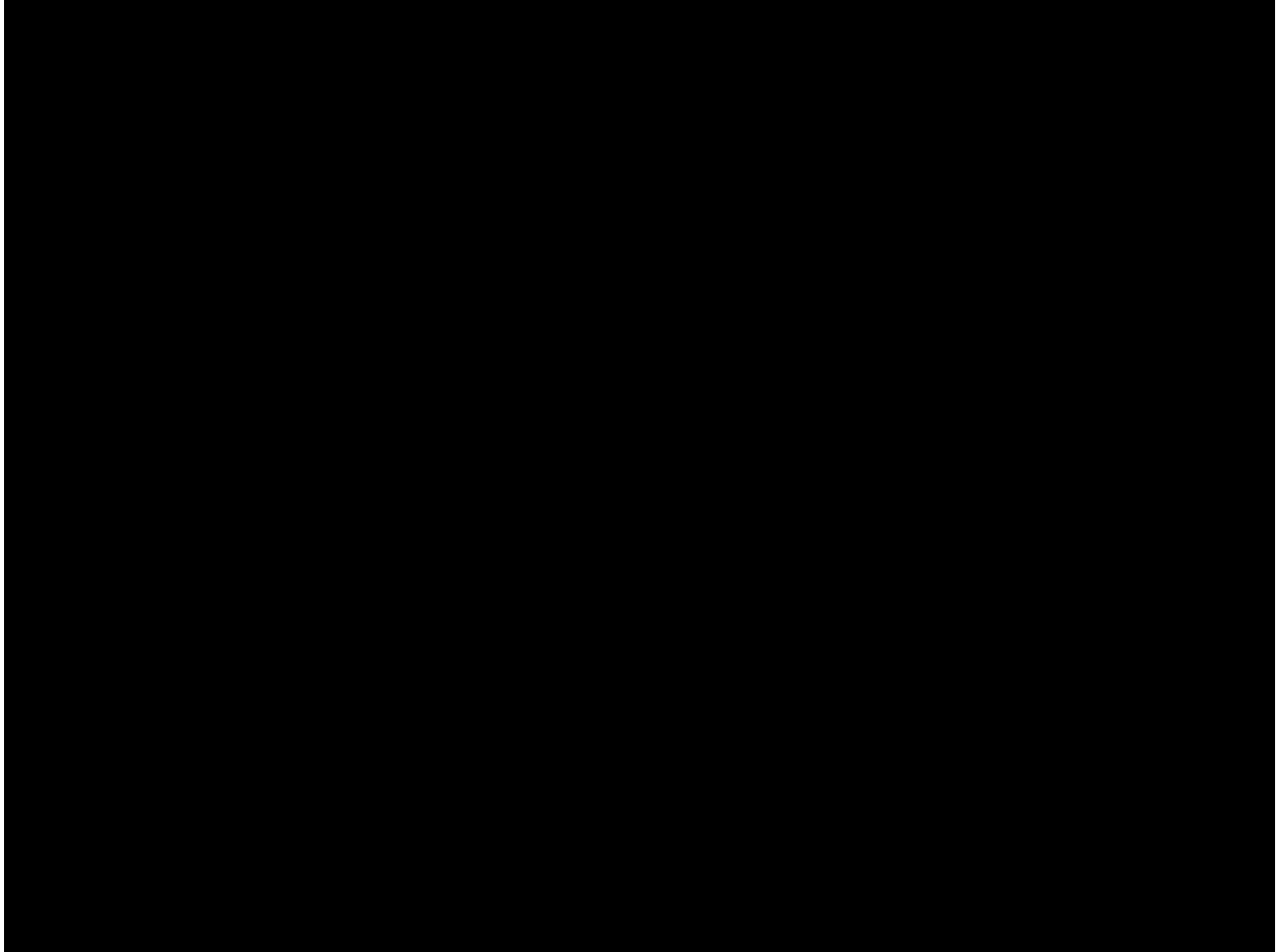
Authors Mick Elliott and Oliver Phommavanh travelled to Yetman Public School via Moree along with *Daily Telegraph* journalist Elizabeth Fortescue and videographer Luke Cornish. Mick and Oliver greeted over 50 indigenous and local students who were enraptured by their presentation and books.

The journey resulted in a more than full page editorial piece that featured in the *Daily Telegraph* on the Saturday following Australian Reading Hour.





Australian Reading Hour



Australian Reading Hour

MAJOR EVENT

Sydney Children's Hospital, Randwick

Author Matt Stanton spent the afternoon with children at the Sydney Children's Hospital Starlight Lounge, sharing his stories with the sick children both in the room, and then via video link to the beds of children who were too unwell to attend.



Australian Reading Hour

MAJOR EVENT

Google hosted an event with **Leigh Sales** on the benefits of reading, asked their staff to read for an hour and promoting Australian Reading Hour through their social media channels.



Leigh Sales on the resilience and power of ordinary people
Thursday 20 September, 1-2pm, SYD-PIR-3-Venue/MEL-161C-1-Yarra Valley
[Silently added to Calendar]

As part of Google Australia's support for the [Australian Reading Hour](#), come and hear from Leigh Sales, anchor of ABC's 7.30 and co-host of the Chat10Looks3 podcast. She'll be talking about the resilience and power of ordinary people to overcome adversity and terrible life-changing events - which has served as inspiration for her upcoming book, [Any Ordinary Day](#).

You Retweeted



Google Australia NZ @googledownunder · Sep 20

We're celebrating the joys of reading today with @AusReadingHour! Take some time out to pick up a book today for #ReadingHour @GooglePlay



Australian Reading Hour - Australian Stories

On Thursday September 20 2018, we're encouraging all Australians across the country to pick up a book and read for one hour on your own or with your children...

[youtube.com](#)



3



7



Australian Reading Hour

MAJOR EVENT

Books on the Rail

Books on the Rail hosted a romantic bookclub on a Melbourne train and the **YA Room** celebrated with three **#LoveOzYA** authors at Library at the Dock in Melbourne.

 **Books on the Rail** @booksontherail · Sep 20
What a night! Thank you so much to everyone who hopped aboard the Belgrave line and came to #romanceonthetrain to celebrate @ausreadinghour ❤️
@danielle_binks @kecollette @MayberrySarah @thebookninjas
@SimonSchusterAU @text_publishing @HarlequinAUS #booksontherail



1 4 15

 **The YA Room**
@TheYARoom_MELB

Following

Thanks so much to everyone who came to our @AusReadingHour event tonight! 🎉

We had a panel with @stephbowe, @MissMisch77, and @SarahLEpstein, had some tea and chocolate, then did some silent reading together 📖👏

It was the perfect way to celebrate #LoveOzYA and reading ❤️



9:18 PM · 20 Sep 2018

9 Retweets 31 Likes



Australian Reading Hour

Library Events and Engagement

Australian Reading Hour



Judy Nunn presented the Australian Reading Hour at the Asia-Pacific Library and Information Conference Gala Dinner.

Material and information about the day was also available on the APA conference stand.

**Take the time
to learn**

On September 20 2018, pick up a book and read for one hour on your own, or with your children.



Australian Reading Hour

Fantastic curation of Australian books from Librarian's Choice.



The following is an incomplete round up of library activity and engagement, based on formal feedback only.

Australian Reading Hour

ADELAIDE HILLS LIBRARY, SA

'Reading installation' created to help promote Australian Reading Hour!

To raise awareness of Australian Reading Hour the staff of the Adelaide Hills Council created a live a 'reading installation' in the Coventry Library at Stirling.

All staff were invited to take part by reading in the mock 'reading lounge' in the library. The installation was available all day. Numerous staff commented on the relaxation benefits of taking as little as 15 minutes from their day to read.

Patrons were also enthused by the display, with a number of them joining staff in the art installation.

Jo Kaeding

Programs Team Leader | Library & Customer Services





HUTT STREET LIBRARY, SA

Rebekah Clarkson's Australian Reading Hour event at Hutt Street Library last week went wonderfully! It was an intimate gathering of nine, who were all deeply engaged with Rebekah's frank and captivating presentation style.

Rebekah shared stories about her favourite reads throughout her life, spoke about her motivation and inspiration as a writer, and opened up a fascinating conversation about how we engage with literature in the modern world. She made time to mingle with attendees following a lively Q&A.

Customer feedback describes the event as "thoroughly enjoyable" and "informative, inspiring and extremely interesting", with one attendee expressing that she felt "inspire[d] to keep reading and writing", while also commending the "great space". As Rebekah spoke, I myself felt really inspired to dust off my laptop and get back to work on some abandoned writing projects!

This event was a true celebration of the written word, and really encouraged community engagement and participation – it was great to see attendees engaging not only with Rebekah and myself, but also with each other, on the ever-important subject of reading and writing.

Australian Reading Hour

ADELAIDE CITY LIBRARY, SA

Fiona McIntosh delivered a heartfelt “wow” packed engaging talk that saw humorous laughter, tears and all eyes forward.

A loyal fan base of more than 50 people joined in the fun and frivolity of her presentation, as Fiona took them on a journey of her writing career and influences peppered with spicy anecdotes.

The core thread of her presentation was “Why I write” and “Why we read” where she addressed in full, telling tales of her books, characters, writing and thesis behind these two core ideals. Her presentation was very personalised and personable, as she spoke about how reading is a place and world we can go to travel and live in and a different world for a period of time. It was striking to hear how a young man had picked up her book in a charity store for fifty cents and read the entire series and it had saved his life.

This was a powerful moment. Moreover, Fiona shared her upcoming characters for her new book.

“Fiona was absolutely magnificent and inspiring in so many ways. It is such a wonderful experience to hear and see the author of wonderful fiction.”

“I was transported into another world as I am when I read Fiona’s books. I feel encouraged to know just how important reading is to all. Thank you Fiona.”

Jessica Curtis

Library Creative and Digital Platforms

Australian Reading Hour



Australian Reading Hour

BATHURST LIBRARY, NSW

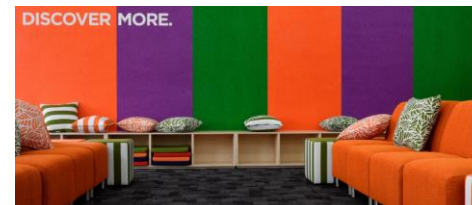
Held a "read during your lunch hour" event at Bathurst Library on Thu 20 Sept, between 1 and 2pm.

The event was promoted with posters through the library (see attached), a media release and on social media.

The attendance was very small with only 8 people spotted reading in the library between 1 and 2pm on the day.

The social media campaign however attracted attention.

Manager Library Services
Bathurst Regional Council



Australian Reading Hour

**Take the time
to read**

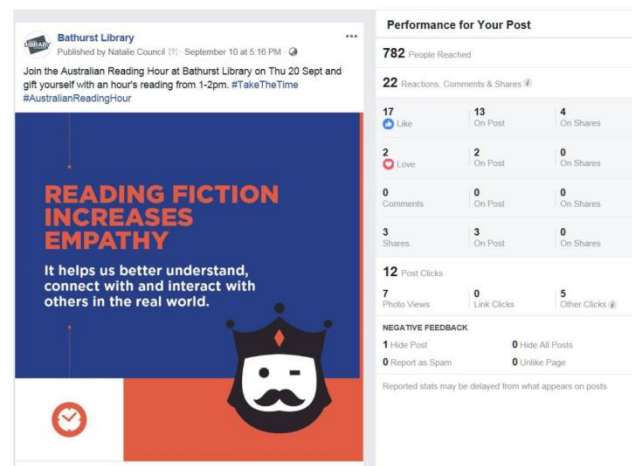
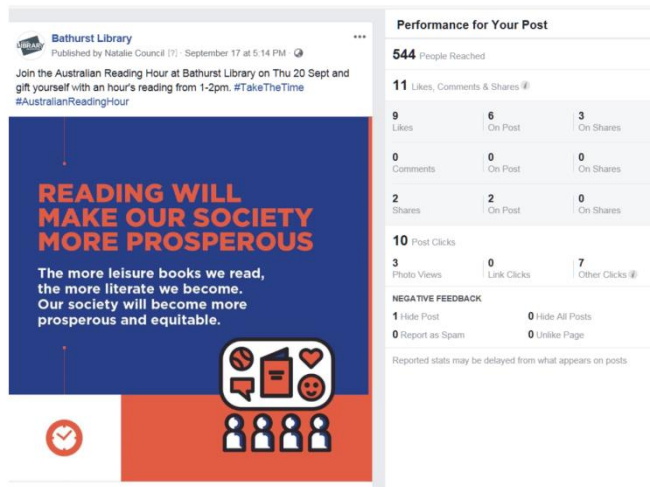
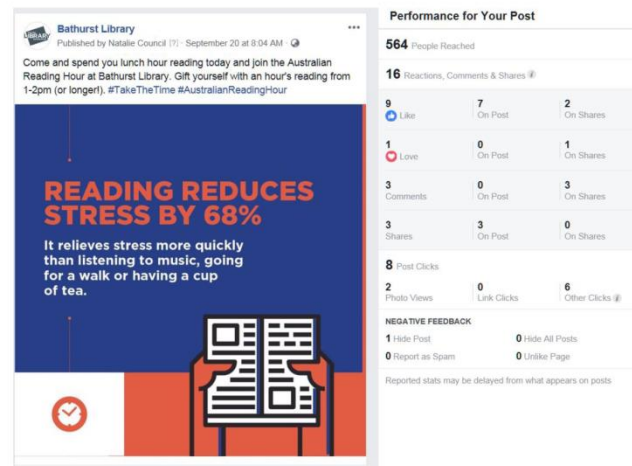
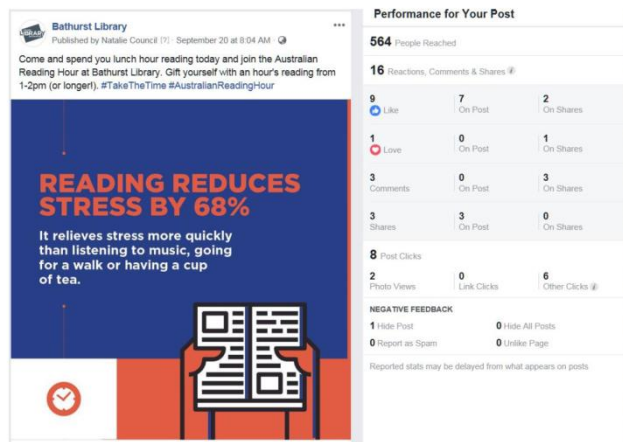
On Sept 20 2018, pick up
a book and read for just
one hour on your own, or
with your children.

Join us at Bathurst Library
Thursday 20 Sept 2018
1-2pm



Australian Reading Hour

Facebook insights on sample ARH posts – Bathurst Library



Australian Reading Hour

BAYSIDE LIBRARY, VIC

Bayside Library ran three events:

Hampton Library hosted Favourite Books, Poems & Plays: members of the public, library staff and managers, Bayside's Mayor and our CEO spent an hour reading aloud to each other, snippets of their favourite books, poems and plays. The event included classics like excerpts from P.G Wodehouse and poetry by A.A Milne... and Craig Smith's 'The Wonky Donkey'.

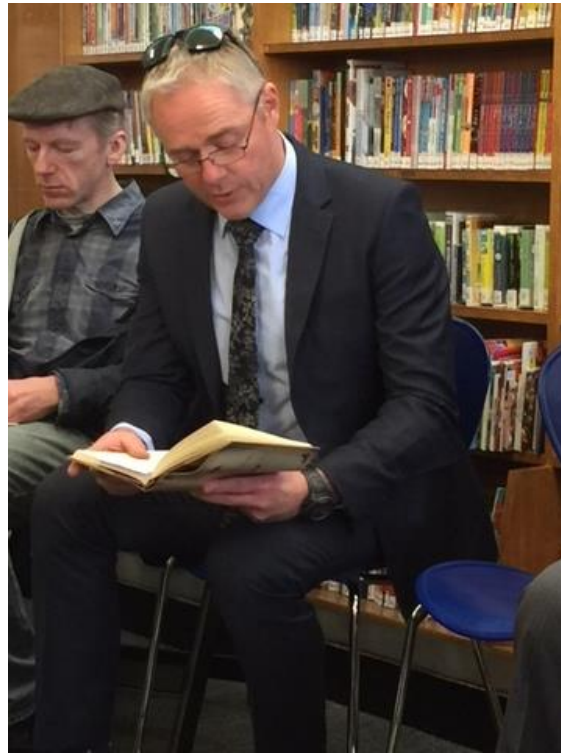
Sandringham Library hosted 'Read for your lunch' –participants sat quietly and read to themselves whilst munching on a catered lunch.

Similarly, Brighton library served wine and cheese at the library in the evening so that people could spend an hour reading to themselves, in good company, whilst sipping wine and eating cheese.

Michelle Collins

Beaumaris Branch Librarian - Promotions & Social Media

Australian Reading Hour



Australian Reading Hour

BLACKWOOD LIBRARY, SA

This year at Blackwood Library we followed the theme of 'Take time to relax ... '.

We set up a cozy reading nook in our foyer with piles of books and teacups and rugs. The display stayed up for a week, but on the 20th we rostered on library staff to snuggle up with a book and interact with customers in our living display.

Krista



Australian Reading Hour

BURWOOD LIBRARY, NSW

Burwood Library & Community Hub (NSW) had an extremely exciting time celebrating Reading Hour this September.

The week leading up to Reading Hour we organised a reading nook in the front foyer of Burwood Library, that was enjoyed by all library patrons as they walked into the library. The anticipation of this event was documented on our Burwood Library Instagram account <https://www.instagram.com/burwoodlibrary/> much to the delight of our Instagram followers.

On Thursday 20 September, all the Burwood Local Schools were invited to an author talk with celebrated author Anna Fienberg. This was enthusiastically attended by Burwood Public School students and teachers who had a brilliantly entertaining hour, hearing her speak of her books (Tashi, Figaro, Horrendo's Curse & new book Monsters), her book characters, her ideas notebook and her life as a child, inspiring her to write many of her hugely popular books today. Photos of this event were also posted on to our Burwood Library Instagram account <https://www.instagram.com/burwoodlibrary/>

Clare J. Wong

Children's and Early Literacy Librarian

Australian Reading Hour



Australian Reading Hour

CAMPASPE REGIONAL LIBRARY, VIC

Reading Hour Boxes were created throughout the Campaspe Regional Library service delivered to all Staff rooms across our Shire, including Works depots at Rushworth, Tongala, Rochester, Kyabram and Echuca, as well as tea rooms at all Customer Service Centres and Staff Office areas – 11 in total.

We decided to promote reading hour to our fellow colleagues across the Campaspe Shire Council and received some nice feedback on their surprise tea room addition.

Jenny Mustey
Library Services Manager



Australian Reading Hour

CANTERBURY BANKSTOWN LIBRARY, NSW

The City of Canterbury Bankstown celebrated Australian Reading Hour with attractive displays and cosy reading corners set up for customers at our nine Library and Knowledge Centres. The main focus this year was to involve our council staff in the celebrations.

City of Canterbury Bankstown Mayor Khal Asfour kicked off the day at Bankstown Library and Knowledge Centre by using an iPad and reading from an eBook, 'The Essential Gibran' by Kahlil Gibran.

Council staff were encouraged to visit the Library and Knowledge Centre between noon-2pm, to borrow a book and have lunch at BlaKC Cafe. We also held a photo competition, which encouraged employees to send a photo of themselves, their family, or their teams reading.

Renata Rekiel

Acting Coordinator Library Services



Australian Reading Hour

CENTRAL COAST LIBRARY, NSW

Central Coast Library Service held two events for Reading Hour 2018.

Lake Haven Library held Reading Hour on Thursday 20 September 2-3pm. Children's and Youth librarians gave a lively reading of Morris Gleitzman's short story "The Tortoise and the Hare" and branch staff at did the rather thrilling "The House on Hill Street" by Judy Nunn. There were many smiles from patrons on the day and quite a lot of interest in what they were doing. Overall it was quite a successful event and one we will be looking forward to running next year. 42 people come through in this time – stopping to listen as staff read excerpts from these popular books. The attached photos are from Lake Haven Library.

Toukley Library put on a morning tea which they shared with visitors to the library during 10.30-11.30am. They had 6 attendees of the reading hour morning tea.

Catherine Krause

Programs and Planning Librarian



Australian Reading Hour

CLARENCE REGIONAL LIBRARY SERVICE, NSW

For Clarence Regional Library service, an author event at Grafton Library was held, featuring local author Michael Williams.

Michael is a resident of the Clarence Valley and had recently published a book in spoken word of a trawler incident that occurred 10 years ago.

Michael read from his book as well as talked about the incident and answered questions from the audience.

Angela Clarke

Team Leader (Libraries East)



Australian Reading Hour

COFFS HARBOUR LIBRARY, NSW

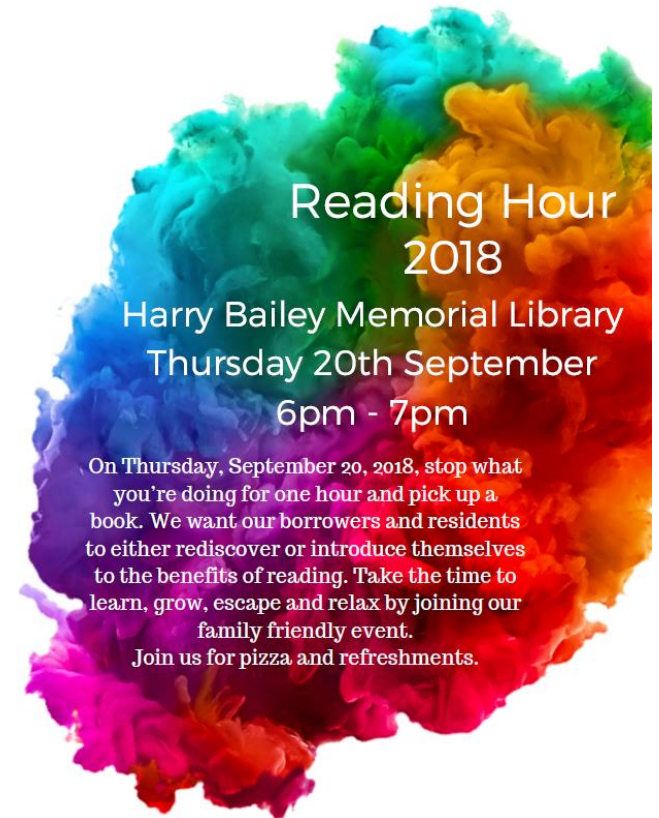
We promoted Reading Hour through our website, community directories and Facebook.

We invited people in the community to join us for reading between 6pm-7pm and supplied pizza and refreshments to the attendees.

All present enjoyed the quiet time to catch up on a good book.

Marina Dobson

Acting LMG Programs Facilitator - General



Reading Hour 2018

Harry Bailey Memorial Library
Thursday 20th September
6pm - 7pm

On Thursday, September 20, 2018, stop what you're doing for one hour and pick up a book. We want our borrowers and residents to either rediscover or introduce themselves to the benefits of reading. Take the time to learn, grow, escape and relax by joining our family friendly event.
Join us for pizza and refreshments.

Australian Reading Hour

COWRA LIBRARY, NSW

Its hard to get toddlers to sit still for an hour reading session but this Family Day Care mum bravely read Freya Blackwoods The Great Rabbit Chase to her charges today for the reading hour. Cowra Family Day Care groups are ardent supporters of early literacy activities like this and frequently come to story time.



Australian Reading Hour

DARWIN LIBRARY, NT

City of Darwin Libraries hosted 'Meet author Toni Tapp Coutts – A reading hour special event' at Nightcliff library last Thursday evening.

Toni engaged the audience completely with discussion of her books and life and writing experiences.

A very congenial Q & A session followed.

Maeva Masterson

Manager Library Sector Services, Northern Territory Library and Archives



Australian Reading Hour

FRANKSTON CITY LIBRARIES VIC

Frankston City Libraries arranged for a video of staff talking about the books they are currently reading.

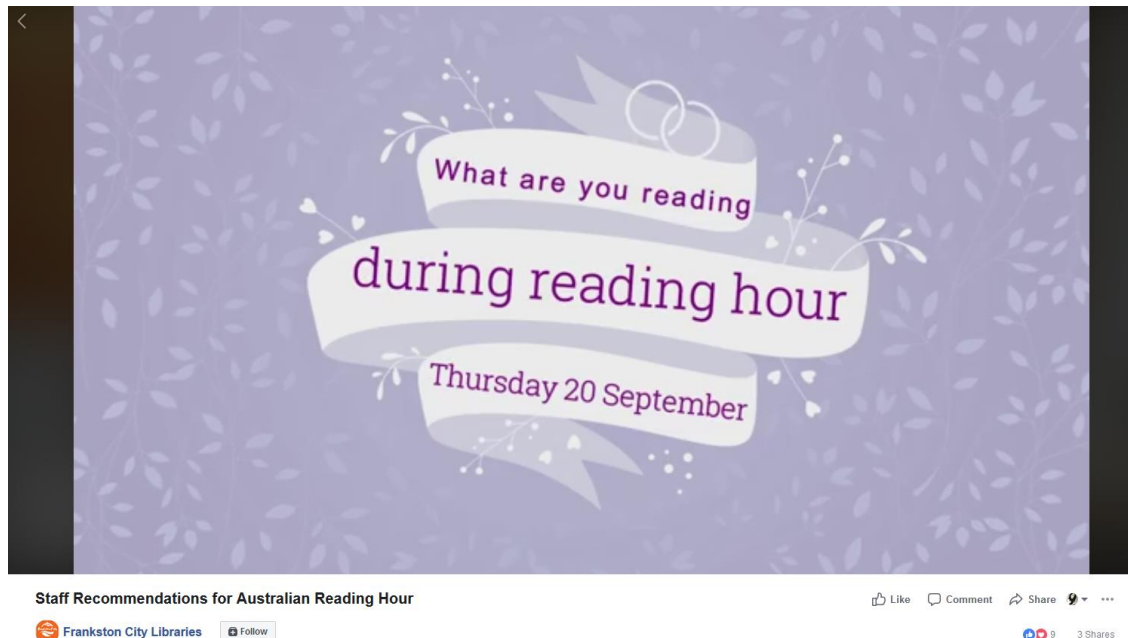
This was edited and posted to the Library Facebook page.

<https://www.facebook.com/FrankstonCityLibraries/videos/913856155472158/>

<https://www.facebook.com/FrankstonCityLibraries/videos/2123834274506761/>

Susan Bentley

Coordinator Library Engagement



Australian Reading Hour

HORNSBY LIBRARY, NSW

Hornsby Library celebrated Reading Hour 2018 with a visit from beloved children's author Jacqueline Harvey. For the entire month of September we've been running a membership promotion and this has also included a reading 'flashmob' in the Hornsby Mall and a 'Book Ninja' project where we are leaving books at locations around the LGA for people to discover and keep.

Melanie Mutch

Community Liaison and Programs Co-ordinator



Australian Reading Hour

KATHERINE, NT

Katherine Public Library celebrated the Australian Reading Hour on 20th September with Local Author Penny Byrne.

Penny spoke about her books that are really helpful for tourists complete with information and amazing images of NT. Lots of tourists and children joined Penny on the Day and they all discussed about what kind of things readers expect from writers. Books with pictures of Landscapes helpful for Tourists. Penny read 'Wings over the Top End' for the children.

Rajni Bala

Library Program Coordinator



Australian Reading Hour

LAKE MACQUARIE LIBRARY, NSW

Lake Mac Libraries shared a photo of staff reading to celebrate Australian Reading Hour to our Instagram @lakemaclibraries <https://www.instagram.com/lakemaclibraries/> and also to our Facebook page @LakeMacCityLibrary <https://www.facebook.com/LakeMacCityLibrary/>

Monika Witek

Library Technology Support Officer



Australian Reading Hour

LAVINGTON LIBRARY, NSW

During the day Lavington Library offered parents the opportunity to come and relax under our Storytime Tree and choose from a selection of amazing books to share with their children.

Staff presented a storytime from 5.30pm – 6.30pm where parents and children snuggled up together and listened to some beautiful stories.

Judy Kennedy

Co-ordinator Lavington Library



Australian Reading Hour

MELBOURNE LIBRARY, VIC

For Reading Hour on Thursday the 20th September, Melbourne Library Service held a reading party at Moat Bar in the City.

Twenty-six people enjoyed a blissful hour of reading together, before spending some time afterwards talking about what they had read. Punters walking through the bar were awe-struck by our silent reading group and it has to be said that there was something truly magical about watching a group of strangers reading together.

Natalie Mason

Reader Development & Local History Librarian



Australian Reading Hour

MID WESTERN REGIONAL COUNCIL, NSW

From 10am-11am on Thurs 20 Sept our library held a storytelling extravaganza in our Town Hall Theatre, inviting all preschools, childcare centres and parents/children along.

We had four storytellers each read a fun and interactive picture book, with songs and theatrics in-between.

This was our first year celebrating Reading Hour and we are planning on doing a similar event next year as we believe it “bookends” the year nicely with National Simultaneous Storytime.

Rachel Carr
Librarian



Australian Reading Hour

MILLICENT LIBRARY, SA

This year we invited our patrons to come along for coffee + cake + a book at 11am.

We had about 30 people arrive over the hour, some stayed and discussed books they were reading and had read and of course it was a very sociable event. In fact our Australian Rural Romance section was literally wiped out!

Another comment is that some of our patrons brought along a friend and they also were inspired to borrow.

A great time was had by all and yes Anne and I cooked the food an added incentive!



Australian Reading Hour

MOONEE VALLEY LIBRARY, VIC

Moonee Valley Libraries invited the community to make a date with a book and join in the Silent Reading Party to celebrate Australian Reading Hour.

A dozen readers brought a book, using print or digital copies, and cosied up for one hour of blissful reading. Hot beverages were provided at the venue, the Doutta Galla Hotel in Flemington.

Rosa Serratore

Coordinator Learning & Community Programs



Australian Reading Hour

MORNINGTON PENINSULA, VIC

We hosted an author talk on the day with Christian White which was well attended.

We sent Rocky the Dinosaur out to the local shopping centres 3 times to promote the Reading Hour in the days leading up to it

GAIL HIGGINS

Library Programs Partnership Coordinator



Australian Reading Hour

NARACOORTE, SA

The Australian Reading Hour is a great national initiative.


The Naracoorte Public Library had an Australian Reading Hour display with posters and books, promoted it by word of mouth, had a facebook post as seen below:

<https://www.facebook.com/naracoortelucindalecouncil/posts/871204513088056>

And it was added to the front page of the Library Newsletter which is emailed to over 1000 customers and available online.

It was also featured on Council's event calendar.


Spring 2018




Naracoorte Lucindale Council
Naracoorte Public Library
Newsletter

Australian Reading Hour - 20 September

The countdown for the Australian reading hour has begun! On Thursday, September 20, 2018, Australians are getting together for the love of books. Stop what you're doing for one hour and pick up a book, rediscover or introduce yourselves to the benefits of reading. Take the time to learn, grow, escape and relax. In adults, reading has been shown to reduce stress by 68% more than listening to music, going for a walk, or having a cup of tea. In children, reading has been shown to help with identity formation, setting them up for success in the future.



Libraries SA App



Get the new Libraries SA app


Your favourite library services wherever you are. The Libraries SA app allows you to search and place holds on physical books, DVDs and CDs as well as access digital content such as eBooks, digital magazines and online learning, all from your mobile device. You can manage your loans and use the app as a virtual library card as the app is capable of displaying your name and barcode. There's a very handy feature, which lets you scan the isbn of any

book, DVD or CD to see if you can borrow it at your local library, that's a real money saver!

The Libraries SA app is free and available for Apple and Android devices. To find it in the App Store or Google Play, search for Libraries SA. To find out more about the app, visit www.libraries.sa.gov.au/app

School holiday activities

SCHOOL HOLIDAY ACTIVITIES AT THE
NARACOORTE PUBLIC LIBRARY




COME ALONG AND ENJOY
UNDERWATER THEMED ACTIVITIES

Wednesday 3rd October @ 10am
Wednesday 10th October @ 10am
Suitable for school age children 5+

Bookings Essential! Phone 8762 2338 or Book Online at <https://www.naracoortelucindalecouncil.sa.gov.au/underwater>

Limited Spaces Available



161 Smith Street (PO Box 555) Naracoorte SA 5271
Telephone (08) 8762 2338
www.libraries.sa.gov.au/naracoorte
www.naracoortelucindalecouncil.sa.gov.au

Australian Reading Hour

NORWOOD, PAYNEHAM & ST PETERS LIBRARIES, SA

At the Norwood, Payneham & St Peters library service, we didn't run a program as such for The Reading Hour, instead we held an awareness campaign around it.

Leading up to the day, we had posters on display in our three library branches, as well as a post on our council's Facebook page. On the day, customers at our three branches were given a small gift and card when they came to the counter to borrow. We went with the theme of 'Take the time to relax' and gave customers a bookmark sized card that had Reading Hour material on one side, and a quote about reading from C.S. Lewis on the other side (please see attached). Stapled to the card were individually wrapped mini Kit Kats and English Breakfast tea bags. Feedback from the day was that people were really delighted to receive an unexpected little bonus with their loans! With 50 gift cards sent to each of our branches, that was 150 of our customers on the day who we personally encouraged to take the time to relax with a book.

Simone Wise-Carrig

Children's and Youth Services Librarian



**Take the time
to relax**

On September 20 2018, pick up
a book and read for one hour
on your own, or with your
children.

20
Sept
2018

Australian
Reading Hour
READINGHOUR.ORG.AU

CITY OF
NORWOOD
PAYNEHAM
& ST PETERS

libraries

Australian Reading Hour

OBERON LIBRARY, NSW

Literacy and lifelong learning underpins all operational procedures and decision making at Oberon Library. We are committed to promoting reading as a means to educate, inspire, connect and engage with our community of all ages and totally support the Australian Reading Hour initiative.

Astrid Kriening
Library Manager



Australian Reading Hour

PALMERSTON, NT

City of Palmerston Library held a lovely afternoon tea for Reading Hour. Everyone was encouraged to come in, have something healthy to eat and sit down with us to read for an hour. We had a great turn out and found that creating a comfy space for people to read worked well

Amanda Stevenson

Community Engagement Services



Australian Reading Hour

QUEANBEYAN-PALERANG LIBRARY, NSW

Queanbeyan-Palerang Libraries partnered with Riverside Plaza this year for Australian Reading Hour.

Local chef and author, Matt Morrissey entertained an appreciative young audience in Riverside Plaza with his new picture book 'The Social Chef: the case of the missing lemons'.

Matt's book takes children on a fun food adventure and several books were given away as prizes at the end of the story.

Emma Ciechan

Children, Youth and Adult Assistant Librarian





RICHMOND TWEED LIBRARY, NSW

Lennox Head Public Library (part of Richmond Tweed Regional Library) held a special multicultural storytime session with local author and storyteller, Susan Perrow, which was attended by 18 children and their carers.

Susan told two of her stories (in English) from one of her books which is published in Mandarin. We sang a traditional song and dance from East Africa about butterflies, and then talked about the ways we can say the word "butterfly" in many different languages, with the help of our multicultural parents attending the session.

The children were all encouraged to borrow a book to take home to celebrate the special day.

Heidi Carter

Branch Library Technician

Australian Reading Hour

SHOALHAVEN LIBRARIES, NSW

To celebrate the reading hour, our libraries created cosy nooks to read in with a frame for our borrowers to take selfies.

Here are some examples.

Robin Sharpe

Digital Resources Manager





STRATHFIELD LIBRARY, NSW

Strathfield Library hosted three wonderful events for Reading Hour 2018.

Our first event ran for a week using the idea of an Hour Glass we asked our library patrons to collectively use time tokens representing the sand and fill our Hour Glass, this would allow the library to measure how long our patrons had read for during the week we are happy to say that our library patrons read for over 100 hours!

Our second event was aimed at all members of the community to participate in our Collection Selection Hour the community was invited to attend a luncheon and help select new material for the library collection this event was very well received and over 25 titles were chosen.

The last event was our Bed Time Story Time where children attended our Story Time in their pyjamas accompanied by their teddy bear.

Sarah Evans

Children's and Community Programs Library Officer

Australian Reading Hour

*Libraries Tasmania is looking at a full campaign
across the state for Reading Hour 2019.*

BURNIE LIBRARY, TAS

Bats at the Library

Thursday 20 September, 6pm – 7pm

Listen to our bedtime story, Bats at the Library, then search for the bats that have taken over our library! Make your own Reading Bat, have a Milo and a cookie and take home some puzzles to enjoy later. Bookings essential – go to the Burnie Library Eventbrite page.

Ellen Lamb

DAVENPORT LIBRARY

Paranple Pyjama Party

Thursday 20 September, 6pm – 7pm

Come along in your pj's or favourite onesie and listen to stories, have a milo and biscuit for our first celebration of the Australian Reading Hour in our new library! Bookings essential, see Eventbrite.

Anne Guest



GLENORCHY LIBRARY, TAS

Book Nook and Storytime

During the week of 17 September Glenorchy Library together with Glenorchy LEARN and Vicinity Centres will be hosting a Book Nook in the Northgate Shopping Centre.

The Book Nook will have couches and good quality discards that people can read at the Centre or take home. Each book will have a sticker on the cover promoting Reading Hour and Libraries Tasmania.

And on **Thursday 20 September at 10am** we will be hosting a special Storytime at the Centre.

Anna Zylstra



KINGSTON LIBRARY, TAS

Australian Reading Hour 'Arrgh Matey!'

Thursday 20 September 10.30-11.30

You're invited to a special Pirate themed Reading Hour event. Come dressed in ye best pirate clothes and join the staff for songs, rhymes, stories and craft. Bookings essential via Eventbrite.

Louise Holmes

SMITHTON LIBRARY, TAS

Australian Reading Hour 'Reading Relay'

Thursday 20 September 10.30-11.30.

Celebrate Reading Hour at the Emerton Park Chapel. Listen to special guests read their favourite short stories and poems.

Sally Stanley

Australian **Reading Hour**

SHEFFIELD COMMUNITY LIBRARY, TAS

The Reading Hour @ Sheffield Community Library

Come in your favourite Onesie or Pyjamas, bring your favourite book or use one of ours. Bring a comfy pillow and read with your family or a friend.

Free milo, tea, coffee and a biscuit along with the ultimate bedtime story. Bookings essential via Eventbrite.

ULVERSTONE LIBRARY, TAS

Reading Hour Pyjama Party

Thursday Sept 20 5.00 - 6.00pm

Celebrate Reading Hour with a Pyjama Party at the Ulverstone Library! Sit down with a Milo and a Teddy Bear biscuit to read your favourite book, or discover a new favourite.

Bookings essential, see Eventbrite.

Anne Guest

Australian Reading Hour



Australian Reading Hour



Australian Reading Hour

VISION AUSTRALIA LIBRARY

Vision Australia Library staff narrated the first chapter of “The Sensitive New Age Spy” by Geoffrey McGeachin and upload the file to SoundCloud and Tweeted the link for staff and Blind and Low Vision members.

Link for this is <https://soundcloud.com/vision-australia/the-reading-hour-2018-the-sensitive-new-age-spy>

Katalin Minddum



Australian Reading Hour

WEST GIPPSLAND, VIC

Celebrate the Reading Hour @ the Korumburra Cream Cake Literary Societies Gathering (Adult Event)

West Gippsland Libraries

Korumburra Library

Date : Thursday 20th September

Time 6.00

28 attended

Reading Hour Reading Party morning Tea @ Leongatha Library (Adult Event)

West Gippsland Libraries

Leongatha Library

Thursday 20 September

Time of event : 10am to 12 noon

12 attended

Celebrate the Reading Hour @ Inverloch Library (Adult Event)

Read to me - Readings in the Library

Inverloch Library

West Gippsland Libraries

Thursday 20 September

Time : 6.30

35 attended

Australian Reading Hour

WILLOUGHBY CITY LIBRARY, NSW

Australian Reading Hour was celebrated at Willoughby City Library Service by an evening with Michael Robotham, as he spoke about the books that changed his life, in conversation with book seller, Scott Whitmont.

The evening started with Michael reminiscing about this school library, and the significance of early reading, before talking about more recent books, including the sale and publication of first breakthrough title **The Suspect**.

During the break, the audience flocked around Michael asking questions and book signings, before sharing what books had changed their lives.

A wonderful evening celebrating books , reading and community.

Rebecca Browning

Knowledge & Learning Team Leader

Australian Reading Hour

Bookseller Engagement and Support

Australian Reading Hour

We encouraged **Bookshops** to curate a selection of Australian books for readers to enjoy this September and display our great point of sale, available digitally or in print, with 791 posters released.



This great curation of children's books is by **NewsLink** and **Relay** in Sydney's domestic airport. **Watermarks** stores also gave away coffees with book purchases. Activity was supported with LCD advertising.



Australian Reading Hour

Bookshops were a great support on social media, with a special mention to Dymocks Adelaide for their reading chair.



Australian Reading Hour

The Leading Edge Books eDM was sent to the Indies list of **2,782** subscribers with **30%** open rate.

The template was also launched to all store accounts in Talkbox (their digital marketing platform) and included a further **4,547** contacts with a **22%** open rate.



20 September 2018

Australian Reading Hour

On Thursday, September 20 2018, stop what you're doing for one hour and pick up a book. We want Australians to either rediscover or introduce themselves to the benefits of reading. Take the time to learn, grow, escape and relax.

In children, reading has been shown to help with identity formation, setting them up for success in the future. In adults, reading has been shown to **reduce stress by 68%** more than listening to music, going for a walk, or having a cup of tea.

[Learn More](#)

Not long to go!

08 00 38 33
DAYS HOURS MINUTES SECONDS

Australian Reading Hour

Dymocks included the Australian Reading Hour in their September catalogue, **80,000** are distributed throughout their **60 stores** around the country.

DYMOCKS
FOR BOOKLOVERS

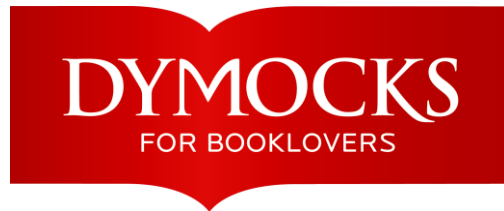


Australian
Reading Hour
readinghour.org.au

Make a date with a book. 20.09.2018
#readinghour

Australian Reading Hour

Just under **470,000** emails were delivered to the targeted Dymocks database, spreading the message of Australian Reading Hour.




DYMCKS NEW RELEASES BESTSELLERS NON-FICTION KIDS ACCOUNT LOGIN
BOOKLOVER CLASSIC REWARDS
VIEW ONLINE

Australian Reading Hour

Take the time to escape!

As a Booklover you probably already understand the benefits of reading! One of the best stress-busters, reading provides an opportunity to learn and grow or simply to escape reality, whatever your age!

On **Thursday 20th September** take some time out of your day to unplug and unwind by reading for one hour with the kids in your life. Whatever they love to read, whether they like to read alone or enjoy story time with you, grab a selection of great books, treat yourselves to some time out and celebrate all that reading has to offer.



Some inspiring reads for Australian Reading Hour...

Campaign	Delivered	Open Rate
Australian Reading Hour	281,275	16.80%
ARH - Older Kids	82,980	19.08%
ARH - Young Adults	29,037	18.24%
ARH - Younger Kids	76,652	23.90%

Australian Reading Hour

Booktopia ran an extensive social campaign with multiple posts over Twitter, Facebook and Instagram including a blog post and podcast titled Why Read? and a blog post featuring book recommendations. Facebook reach only of **7,892**.



Explore more music & audio like
Booktopia On... Why Read?
on SoundCloud.



Australian Reading Hour: Why Read?

by Sarah McDuling | September 17, 2018

Share: [f](#) [t](#) [g+](#) [d](#) [p](#) [e](#)



On Thursday September 20th people all over the country will be participating in Australian Reading Hour

If, upon hearing this, your immediate response is "YAY!!" then the only real question you need to ask yourself is, "What book will I read?"

If, however, your first thought is more along the lines of "But I don't have an hour of free time to spend reading!" then I urge you to examine that thought and ask yourself... why is reading so important?

Reading helps to lower stress.

Reading has been proven to reduce stress by 68% – ranking higher than listening to music, going for a walk or having a cup of tea! (Although for optimal results I highly recommend a three pronged strategy of reading + music + a cup of tea).

When you begin reading a book, there are biological changes that occur within your body. It only takes 6 minutes of reading to lower your heart rate and relax your muscles.

The reason reading is so relaxing is that it occupies your attention and exercises your imagination. When your mind is engaged by a book it's like putting the rest of the world on "mute" or a while. It causes you to focus far more than when you're watching TV or scrolling social media. How often have you found your attention drift to your phone while watching a movie or TV show? The siren call of the internet is just so hard to resist, and your phone is sitting right there within easy reach! Reading a good book will hold your full attention, causing the rest of the world to fade away for a while and allowing you to regroup, refocus and relax.

Reading helps you to sleep better

And no, I don't mean books are so boring they put you to sleep!

Reading
your
more
reading
this is



booktopiabooks · Follow

booktopiabooks What will you read during the #AustralianReadingHour on September 20th? On Thursday September 20 2018, all Australians are encouraged to pick up a book and read for one hour on your own or with your children 📖👨👩👧👦
#australianreadinghour #read #reading #book #books #bookworm #bookphoto #booktopiabooks #bookstagram #bookblogger #ausreadinghour
hthamarajah @maj_jam08

72 likes
AUGUST 18

Log in to like or comment.

Anna Campbell and 2 others Retweeted
John Purcell @Bookeboy · Sep 20
Take time out today to read for an hour. Reading is contagious, if others see you immersed in a good book, they'll want to start reading too. Love the @AusReadingHour initiative. #readinghour #TaketheTime



Booktopia
Published by Booktopia (?) · September 20 · 3
Booktopians can't come to the phone right now. It's Australian Reading Hour and we are fully indulging. Take one hour out of today to pick up a book and read.
What are you guys reading? 📖📖



booktopia Retweeted
The Booktopian @TheBooktopian · Sep 18
This Thursday the 20th of September is Australian Reading Hour. What will you be reading? And why is reading so important? | bit.ly/2xoUqxZ



booktopia and AusReadingHour

1 4 7


Australian Reading Hour

Target stores supported the campaign with a Facebook post encouraging their followers to rediscover the benefits of reading, reaching just under **40,000** people.




Target Australia
20 September at 18:02 · 🌐

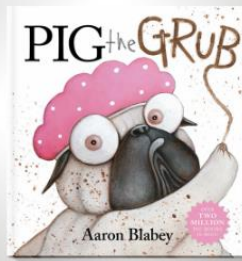
Today Australian Reading Hour is encouraging you to stop what you're doing and pick up a book! Rediscover the benefits of reading with these great titles.



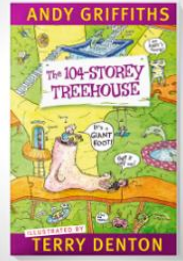
Pick up a book [Shop Now](#)



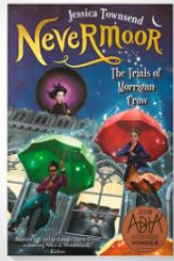
Pearl: The Magical Unicorn, \$6 [Shop Now](#)



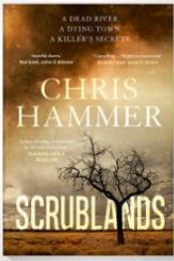
Pig the Grub, \$10 [Shop Now](#)



The 104-Storey Treehouse – Paperback, \$8 [Shop Now](#)



Nevermoor, \$10 [Shop Now](#)

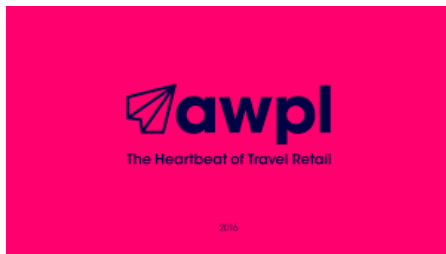


Scrublands, \$16 [Shop Now](#)

👤 39,965 people reached [Boost Post](#)

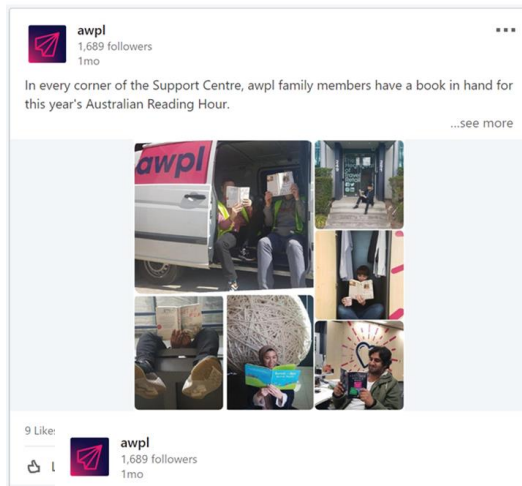
👤 Foula Zavvas, اميري علي and 24 others

👍 Like 💬 Comment ➦ Share 📌



Australian Reading Hour

awpl travel stores supported with a campaign on Facebook, Instagram and LinkedIn with impressions of **9,097** and engagement of 795.



On his travels to Brisbane, Mihali from the awpl Support Centre managed to spare an hour to enjoy "The Tattooist of Auschwitz" by Heather Morris - a popular choice amongst awpl team members - on the fireside lounge at Brisbane Airport ...see more



22 Likes

Like Comment Share



awpl While awpl doesn't normally encourage reading and driving, Matt and Vanessa (from our #NewsTravels team at #SunshineCoastAirport) might be an exception - enjoying a leisurely ride while reading @andystoreys "104 Storey Treehouse" and "Ladies in Black" by Madeleine St John.

#SunshineCoastAirport, what are you taking the time to read this @ausreadinghour?

#breading #ReadingHour #TakeTheTime #book #AustralianAirport #relax #books #bookstagram #bookaholic #bookaddict #bookworm #booknerd #104storeytreehouse #andystoreys #ladiesinblack #madeleinejohn #macmillanaus @text_publishing

25 likes

Add a comment...



awpl

awpl From the #News Travels team at @darwin_airport, Pedro took his copy of "What the Croc" by @btennews with him for his morning break.

It must be an entertaining read, as Ricardo & Aimee couldn't take their eyes from it during their break either.

@darwin_airport, what are you taking the time to read this @ausreadinghour?

#breading #ReadingHour #TakeTheTime #book #AustralianAirport #relax #books #bookstagram #bookaholic #bookaddict #bookworm #booknerd #WhatTheCroc #NTNews @hachetteaus goldenbskincare 🥰🥰

35 likes

Add a comment...

News Travels is celebrating the Australian Reading Hour at Brisbane Airport.

Published by Trehen Goonasekera · September 20 · Brisbane

Our News Travels team in Brisbane has seen a few team members enjoying some of their favourite authors during the Australian Reading Hour. Tamara took in the sunny side of the airport to enjoy "The Dry" by Jane Harper (Pan Macmillan Australia), while Jackie relaxed at the ski-lift in the International Terminal and read "The Tattooist of Auschwitz" by Heather Morris (Allen & Unwin Books).

Brisbane Airport, what are you taking the time to read this Australian Reading Hour?



147 People Reached

23 Engagements

awpl is celebrating the Australian Reading Hour at Brisbane Airport.

Published by Trehen Goonasekera · September 20 · Brisbane

Adriana from News & Convenience at Brisbane Airport was snapped reading "Truly Madly Gently" by Liane Moriarty (Pan Macmillan Australia) while restocking the shelves!

We've had similar issues putting it down ourselves, so who can blame her really?

Brisbane Airport, what are you taking the time to read this Australian Reading Hour?



es, Comments and Shares
1 for 25 to reach up to 15,000 people.

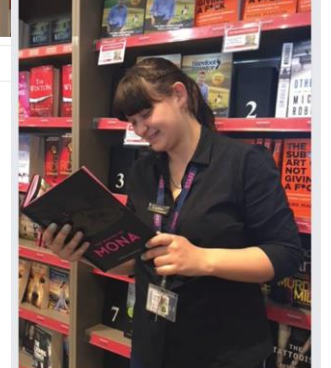
45 Engagements

Comment Share Buffer

awpl shared a post — in Hobart Airport.

Caillin from the Runway News team at Hobart Airport is enjoying "The Making of Mona" by Adrian Franklin (Penguin Random House), author and professor at the University of Tasmania.

Hobart Airport, what are you taking the time to read this Australian Reading Hour?



Australian Reading Hour

Supported with a social media campaign featuring their booksellers.

HARRY HARTOG

BOOKSELLER



harryhartogbookseller • Following

harryhartogbookseller Today is the day for The Australian Reading Hour! 📖

Wherever you are in the world take an hour out of your day to read your favourite book.

#harryhartog #readinghour #staffpicks #books

carolinamasseo 🍷

katespace_ @beaubavaro we gotta

emm.mc @haleyjames26 📖📖📖



137 likes

SEPTEMBER 19

Add a comment...



harryhartogbookseller • Following

harryhartogbookseller Australian Reading Hour is only 1 week away! 📖

We'd love to know what your favourite relaxing reads are.

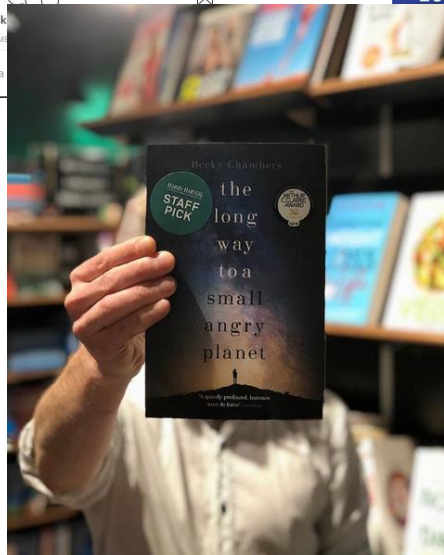
#readinghour #harryhartog #reading #books



41 likes

SEPTEMBER 19

Add a comment...



harryhartogbookseller • Following

harryhartogbookseller 🌟 Come on an interstellar adventure with us. 🚀

#beckychambers #harryhartog #staffpick #reading #readinghour



138 likes

SEPTEMBER 19

Add a comment...

vodafone AU 3:51 pm facebook.com



Bibi Baptiste Pey and 22 others 1 Share

Shop Now

Australian Reading Hour

Audible celebrated an exclusive Facebook live Q&A reading of *Greenlight* by author Benjamin Stevenson and narrator Rupert Degas, with a reach of **54,600**.



Australian Reading Hour

Marketing

Australian
Reading Hour

Australian
Reading Hour

Australian
Reading Hour

Australian
Reading Hour

HEX: #f05c44 C: 0% M: 79% Y: 77% K: 0%	HEX: #293c97 C: 99% M: 90% Y: 3% K: 0%
HEX: #141414 C: 73% M: 67% Y: 66% K: 81%	Grayscale: 92%



Logo Refresh

Australian Reading Hour

Australian Reading Hour

ABOUT

WHY READ?

REGISTER

SPONSORS

RESOURCES

BOOKS ▾

EVENTS ▾

f t i y

Take the time to escape

On Thursday September 20 2018, we're encouraging all Australians across the country to pick up a book and read for one hour on your own or with your children.

WHY READ?



Website Refresh

Australian Reading Hour

Take the time to relax

On September 20 2018, pick up a book and read for just one hour on your own, or with your children.

f t i
20
Sept
2018

Take the time to escape

On September 20 2018, pick up a book and read for just one hour on your own, or with your children.

f t i
20
Sept
2018

Take the time to learn

On September 20 2018, pick up a book and read for just one hour on your own, or with your children.

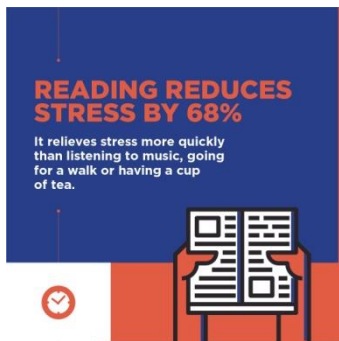
f t i
20
Sept
2018

Australian Reading Hour
READINGHOUR.ORG.AU





Social Media Profile and Cover Photos

Australian Reading Hour



Social Media Assets
(including photographs from Bookstagrammers)


Australian Reading Hour

 Australian Reading Hour shared an event.
Sponsored · 

The idea is simple.

On Thursday September 20 2018, stop what you're doing for one hour and pick up a book. We want Australians to either rediscover or introduce themselves to the benefits of reading.

In children, it has been shown to help with identity formation, setting them up for success in the future.... [See More](#)






THU, SEP 20 AT 8 AM


Australian Reading Hour

Wherever you like!

4,914 people interested · 1,198 people going

   Kimberley Allsopp and 3.7K others

302 Comments



THU, SEP 20 AT 6:30 PM

The Books That Made Me with Dame Quentin Bryce

7 people interested · 1 person going

 Australian Reading Hour shared an event.
Sponsored · 

 Like Page

Celebrate Australian Reading Hour with bestselling author Fiona McIntosh at Adelaide City Library.
Free event, bookings essential.



THU, SEP 20 AT 12 PM UTC+09:30

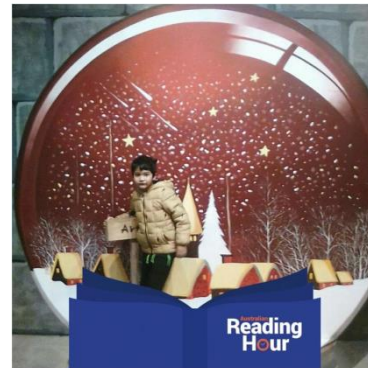
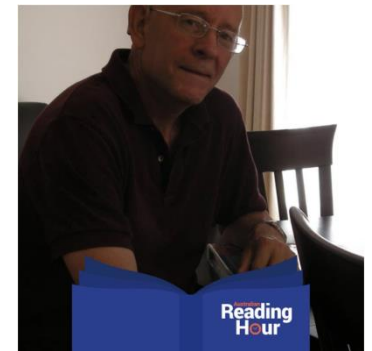
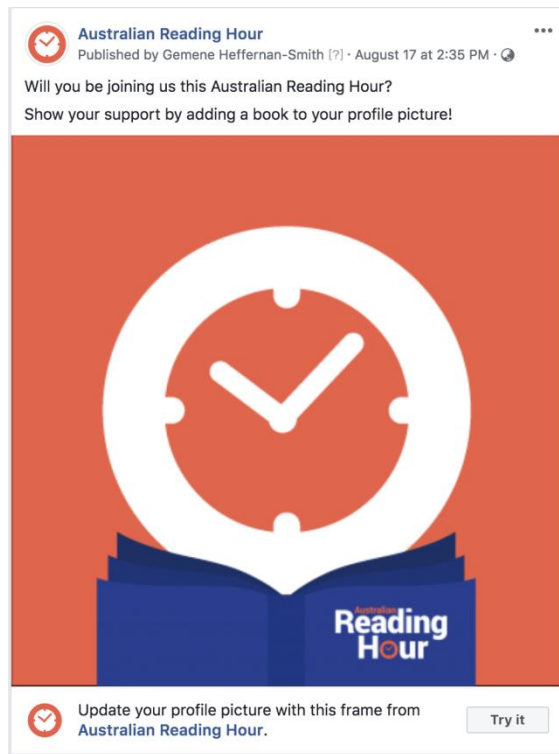
Australian Reading Hour with Fiona McIntosh

aus.evanced.info



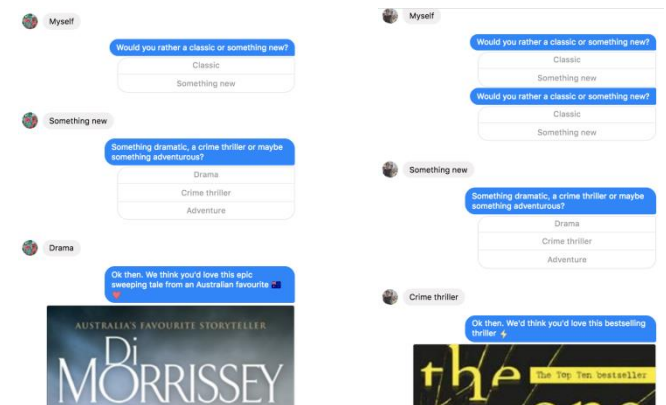
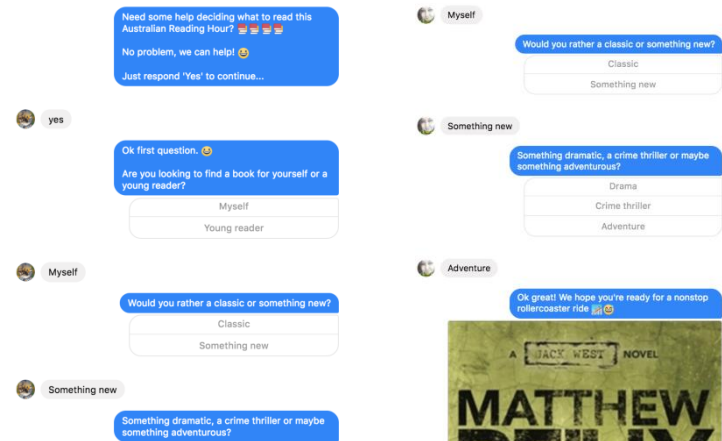
Social Media Events

Australian Reading Hour



Facebook Profile Frames

Australian Reading Hour



Messenger Book Recommendations

Australian Reading Hour



Take the Time

Thank you for registering your interest in Australian Reading Hour!

We want Australians to either rediscover or introduce themselves to the benefits of reading and we need your help.

Start planning your event now. You might like to invite some friends over for a silent reading morning tea, host an event at your office or volunteer to read with your child's class.



We have access to over 140 authors for media and events in September, should you wish to arrange a larger event with your local library, bookstore or cafe. Contact info@entmkg.com for more details.

Morris Gleitzman, Children's Laureate and Ambassador

"I'm proud and delighted to be an Australian Reading Hour Ambassador for 2018, and to use the



The Australian Reading Hour is now only just under a month away, and preparations for Thursday 20th September are being finalised.

Events are being planned right across the country to celebrate. We have already arranged for over 30 library events including **Dame Quentin Bryce** at Indooroopilly as a part of Brisbane Libraries *The Books That Made Me* series of events on the day; **Rachael Johns** in Perth; **Toni Tapp Coutts** in Darwin; **Rebekah Clarkson** and **Fiona Macintosh** in Adelaide; **Heather Rose** in Hobart; and over 20 events in Victorian Libraries including silent reading parties, bookish morning teas and bedtime stories.

Bookstore events planned include **Bob Carr** at the QBD store in East Gardens; **Pip Williams** at the Mostly Books Store in Adelaide; **Stephen Dando-Collins** at the Stories Bookshop in Launceston; and **Garth Nix** at Better Read Than Dead in Newtown along with more similar events around the country. For more details on events happening in your state visit our [website](#).

Don't forget to visit the [resource section](#) of our site to download posters, shelftalkers and digital assets for you to use in your promotions.

Stay tuned for more news, coming soon!

Looking for your next read?
Why not try our fun book recommendation quiz in [Messenger](#)

The Australian Reading Hour is now only just under a week away!

As the big day approaches we're busy finalising the last minute details to ensure this year's Reading Hour is the best one yet!

There are dozens of events happening right across the country, in libraries, bookstores, offices, cafe's and of course in reader's homes. If you're looking for somewhere to spend your Reading Hour please [check our website](#) for events happening in your state.

As always, thank you for your support!

Looking for your next read?
Why not try a sample or two from some captivating books [here](#).

EDMs

Australian Reading Hour



Posters

Australian Reading Hour



Take the time to relax

On September 20 2018, pick up a book and read for one hour on your own, or with your children.

20 Sept 2018

Reading Hour
READINGHOUR.ORG.AU

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The project has been assisted by the Australian Government

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Take the time to enjoy

On September 20 2018, pick up a book and read for one hour on your own, or with your children.

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Reading Hour
READINGHOUR.ORG.AU

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Take the time to escape

On September 20 2018, pick up a book and read for one hour on your own, or with your children.

20 Sept 2018

Reading Hour
READINGHOUR.ORG.AU

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Take the time to grow

On September 20 2018, pick up a book and read for one hour on your own, or with your children.

20 Sept 2018

Reading Hour
READINGHOUR.ORG.AU

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Take the time to learn

On September 20 2018, pick up a book and read for one hour on your own, or with your children.

20 Sept 2018

Reading Hour
READINGHOUR.ORG.AU

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Take the time to relax

On September 20 2018, pick up a book and read for one hour on your own, or with your children.

20 Sept 2018

Reading Hour
READINGHOUR.ORG.AU

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Shelftalkers

Australian Reading Hour

Take the time to learn

On September 20 2018, pick up a book and read for one hour on your own, or with your children.



Australian
Reading Hour

READINGHOUR.ORG.AU

20
Sept
2018



Take the time to escape



Take the time to grow

Australian
Reading Hour
READINGHOUR.ORG.AU

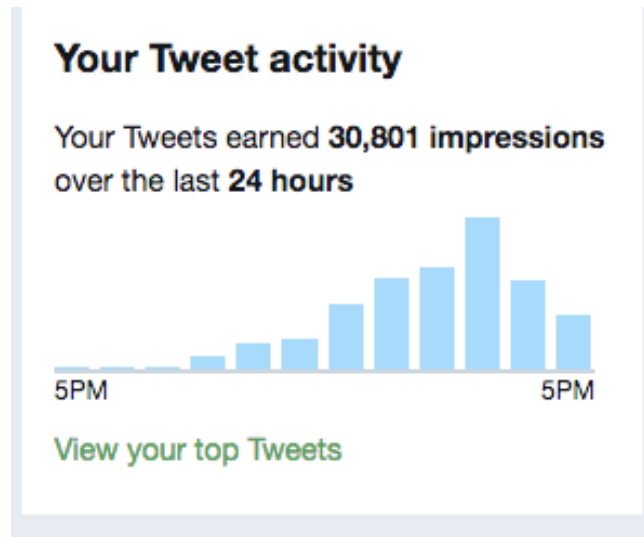
Bookmarks

Australian
Reading Hour

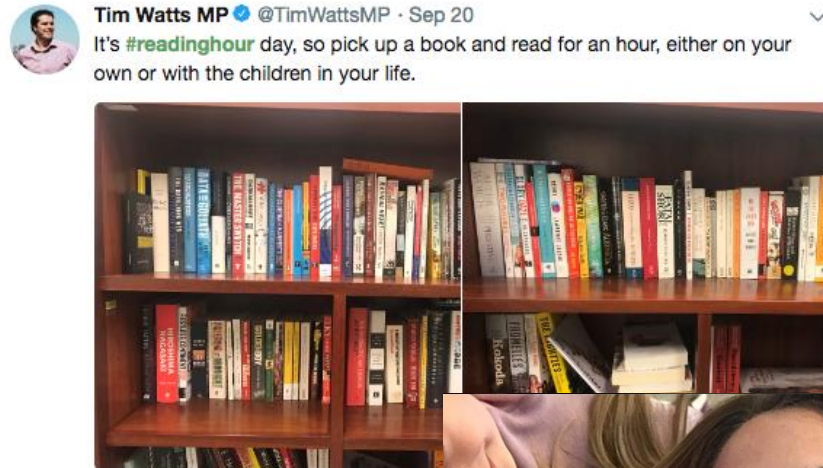
Social Media

Australian Reading Hour

- 5 month campaign across **Facebook**, **Twitter** and **Instagram**
- Audience **grew over 75%** on last year to **13.5k** on Facebook, **5k** on Twitter and over **1.3k** on Instagram and incredible engagement across the board
- **#ReadingHour** was trending **#1 on Twitter** Australian wide for over 6 hours!
- **#TaketheTime** reached #2
- Highlights included Advertising, Profile Frame and a Messenger Campaign



Australian Reading Hour



Australian Reading Hour



Hachette Aus Books @HachetteAus · Sep 20
We've never heard our team so quiet!

We're celebrating the Australian Reading Hour with an in-office picnic 🍴

#ReadingHour

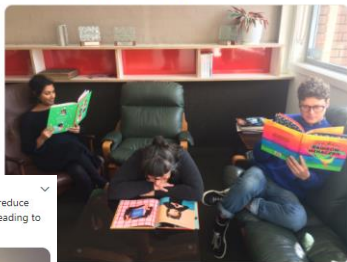


11 16 142

Susan Johnson Retweeted

Scribe Publications @scribepub · Sep 20

Don't forget to take time out today to pick up your favourite book for Australian National #ReadingHour! Reading's not only fun, but it's been shown to help children develop their literacy and numeracy skills – not to mention empathy and identity formation #scribblekidsbooks 🌟



2 9



Joel Fitzgibbon @fitzhunter · Sep 20

Happy to support @ausreadinghour today. Did you know reading can reduce stress levels by 68%? You can join in by picking up a book yourself or reading to your children. Reading is one of life's greatest skills #ReadingHour



6 6 34

Tom Saras liked

SBS News @SBSNews · Sep 20

Australia's public libraries are flourishing despite talk of their uncertain futures in a digital era #ReadingHour #TakeTheTime



Library revival creates pathways for new migrants

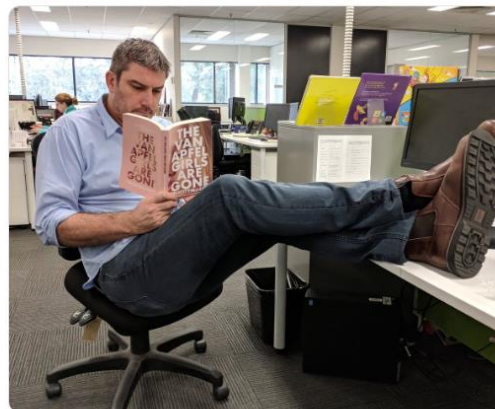
Australia's public libraries are flourishing despite talk of their uncertain futures in a digital era.
sbs.com.au

2 35 58

Anna Campbell and 2 others Retweeted

John Purcell @Bookeboy · Sep 20

Take time out today to read for an hour. Reading is contagious, if others see you immersed in a good book, they'll want to start reading too. Love the @AusReadingHour initiative. #readinghour #TakeTheTime



2 20 84

ALIA National 2020 and 4 others liked



National Library Aus @nlagovau · Sep 20

What will you be reading today for Australian Reading Hour?

Our Director-General Marie-Louise Ayres started reading to her granddaughter when she was just two weeks old. A year later, as you can see, her love of books has grown just as much as she has.

#ReadingHour



4 17 67



Alison Green @aliisanoun · Sep 20

Reading books reduces stress more than having a cup of tea! @PanteraPress will be taking a break at 11am today to read! What are you going to read today? (obviously we have LOTS of suggestions if you're stuck). Ps Enjoy my super profesh cartoon 🤪 @ausreadinghour #readinghour

DID YOU KNOW:
Reading Reduces stress
by up to 68%?



STOP EVERYTHING YOU ARE DOING...
AND READ FOR 1 HOUR Today

0:10 151 views

Australian Reading Hour



CGGS Junior School @CGGSJunior · Sep 20

To celebrate, [#ReadingHour](#), our Junior Primary students spent the first hour of our day reading. Teachers shared their favourite books, mystery readers came to visit and students relaxed and enjoyed reading a book of their own choice. Even the teachers were reading!



4 12



The Smith Family @SmithFamily_org · Sep 20

As Australia's largest children's education charity we support the development of literacy skills in children from disadvantaged backgrounds. To mark

[@AusReadingHour](#) read our Five Amazing Facts About the Benefits of Reading: bit.ly/2xnZjli

[#ReadingHour](#)



1 11 19

Παναγιωτάκης of the Πόλις and 1 other liked

UQP @UQPbooks · Sep 20

Meanwhile in Sydney, author @juliekoh is reflecting on a poetry collection by the late Ramon Loyola, *The Measure of Skin*. [#ReadingHour](#) [#TakeTheTime](#) [@AusReadingHour](#)



1 4 28

Nicholas Pickard and 4 others liked

ASA @asaauthors · Sep 20

ASA staff are taking time out for [@AusReadingHour](#) today. Why not pick up a book and read for one hour on your own or with your children.

[#readinghour2018](#) [#ReadingHour](#)



8 17

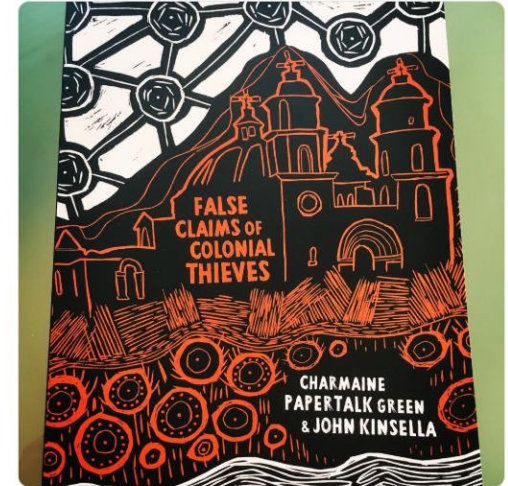
Dr Anita Heiss and 2 others Retweeted



Dr Anita Heiss @AnitaHeiss · Sep 20

Today we celebrate [@AusReadingHour](#) and I'll be taking my hour out to read this new work by Charmaine Papertalk Green and John Kinsella. [#FalseClaimsOfColonialThieves](#) published by [@MagabalaBooks](#)

What will you be reading? [#readinghour](#) [#takethetime](#)



2 35 72

rarcuili and 5 others liked



Children's Laureate Foundation @Ozlaureate · Sep 20

'Australian Reading Hour not just for children says Morris Gleitzman' smh.com.au/entertainment/... via [@smh](#) [@AusReadingHour](#) [#ReadingHour](#)



Australian Reading Hour not just for children says Morris Gleitzman
He's always been a fan of Canberra and the award-winning author came to town to promote an event close to his heart
smh.com.au

23 33

Debra Tidball and 1 other liked

Zana Fraillon @ZanaFraillon · Sep 20

I had to put down the fabulous #Endsisters by @eglantinescake to take this photo, but I think it was almost worth it. Dinner is going to have to wait...@AusReadingHour #ReadingHour



10 likes

Australian Reading Hour

Telstra 4G 2:17 pm

#readinghour

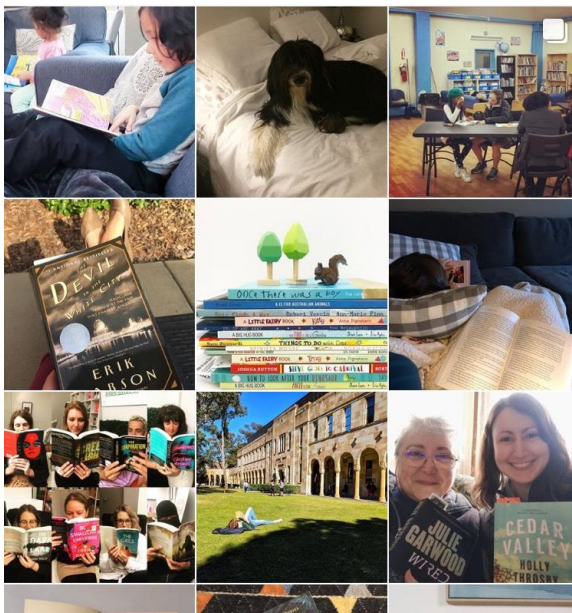


2,498 posts

Follow

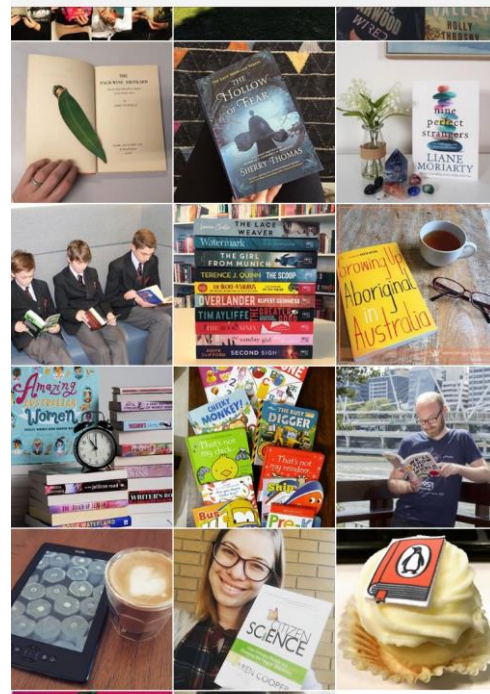
Top

Recent



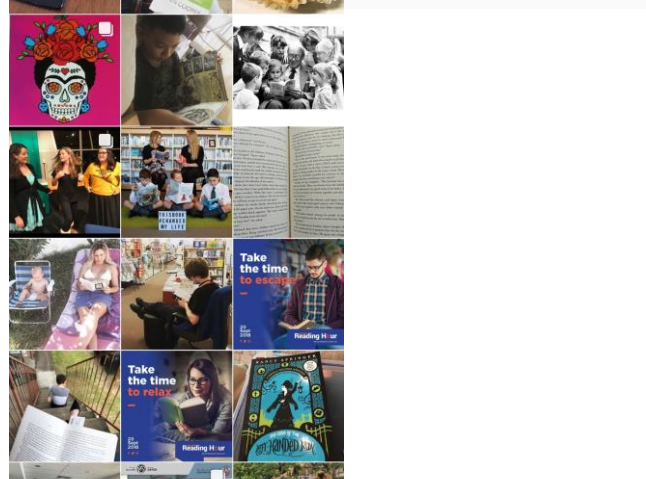
Telstra 4G 2:18 pm

#readinghour



Telstra 4G 2:19 pm

#readinghour



Manchester Libraries @ManLibraries · Sep 20

Celebrating Australian Reading Hour #ReadingHour with our colleagues and readers in Australia



5 likes

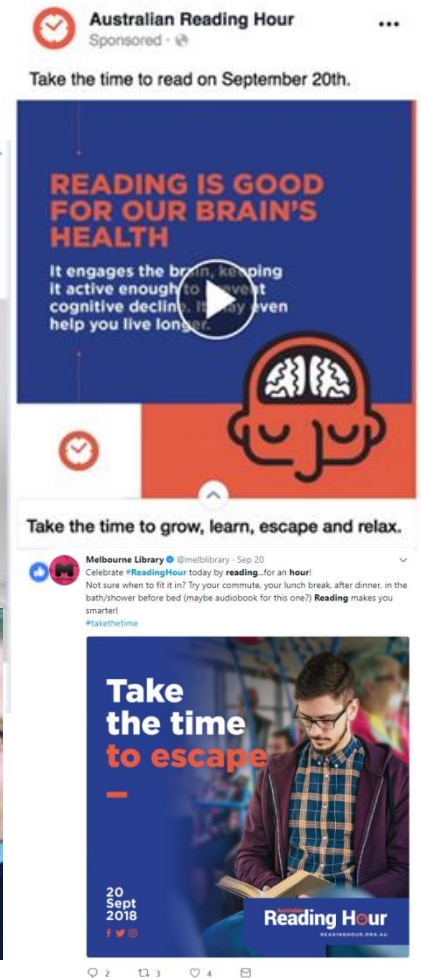
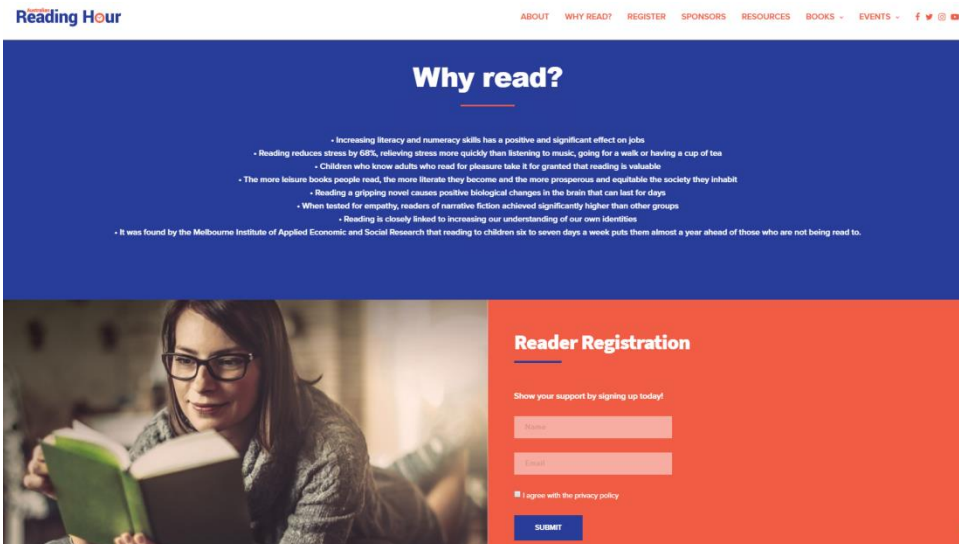
Australian Reading Hour

EDMs

- Regular updates to both the Reader and Organisation Website
- Organisations database increased by 25% to 1,200
- Readers database increased by 35% to 2,100

Website

- Relaunched website
- Over 14,000 visitors



Australian Reading Hour

Advertising

Australian Reading Hour

Campaign-funded **Adshel** advertising panels on roadside bus stops drove awareness across Victoria, New South Wales and Western Australia during peak commuting times on 19th and 20th September, with additional Adshel advertising panels within train stations in Melbourne.

With estimated plays of **110k**, this campaign had a **1.6m reach**.



Australian Reading Hour

Take the time to escape.
Just this once you'll be glad there's traffic.

20 Sept 2018

Australian Reading Hour
READINGHOUR.ORG.AU

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 **Australian Government**
Department of Communications and the Arts

Take the time to relax.
Take back your lunch break.

20 Sept 2018

Australian Reading Hour
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Take the time to grow.
One hour that will last forever.

20 Sept 2018

Australian Reading Hour
READINGHOUR.ORG.AU

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Department of Communications and the Arts

Adshel Outdoor Advertising

Australian Reading Hour

Rediscover the joy of reading.
Get on board with a book.

20 Sept 2018

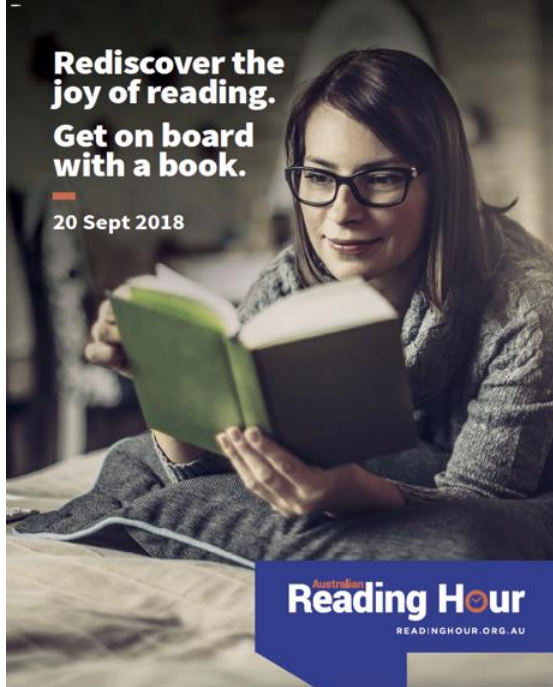


Australian Reading Hour
READINGHOUR.ORG.AU

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Queensland Transport Advertising Partnership

Australian Reading Hour

Vicinity Shopping Centres digital screen advertising with fortnightly traffic of 690k.



Vicinity Centres Advertising Partnership

Australian Reading Hour

The idea is simple.

On Thursday September 20 2018, stop what you're doing for one hour and pick up a book. We want Australians to either rediscover or introduce themselves to the benefits of reading.

In children, it has been shown to help with identity formation, setting them up for success in the future.... [See More](#)



THU, SEP 20 AT 8 AM

Australian Reading Hour

Wherever you like!

4,918 people interested · 1,204 people going

Narelle Ingle, Gerard McKay and 3.7K others

302 Comments



Australian Reading Hour

Published by Gemene Heffernan-Smith · August 6 ·

The countdown is on! In just over 6 weeks we'll be celebrating Australian Reading Hour.

We'd love to hear more about where you'll be reading! Office morning tea? Library gathering? A visit to your favourite bookshop? Curled up on the couch?

Thanks to @BabblingBooks for the pic.

#readinghour #takethetime



Australian Reading Hour

Cause

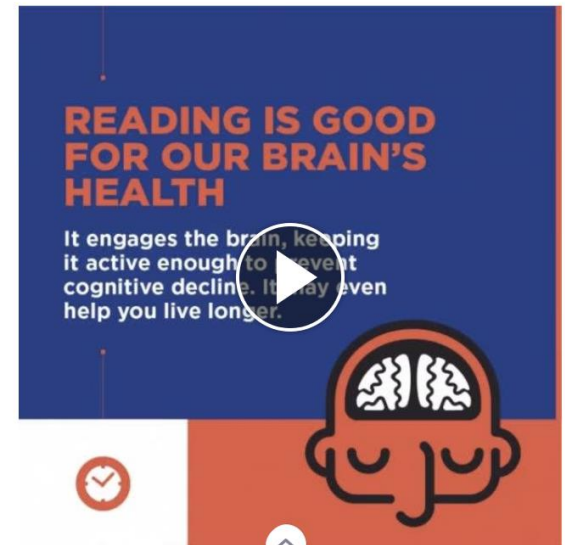
[Learn More](#)



Australian Reading Hour

Sponsored ·

Take the time to read on September 20th.



Take the time to grow, learn, escape and relax.

Kimberley Allsopp and 417 others
26 Comments 185 Shares

Social Media Advertising

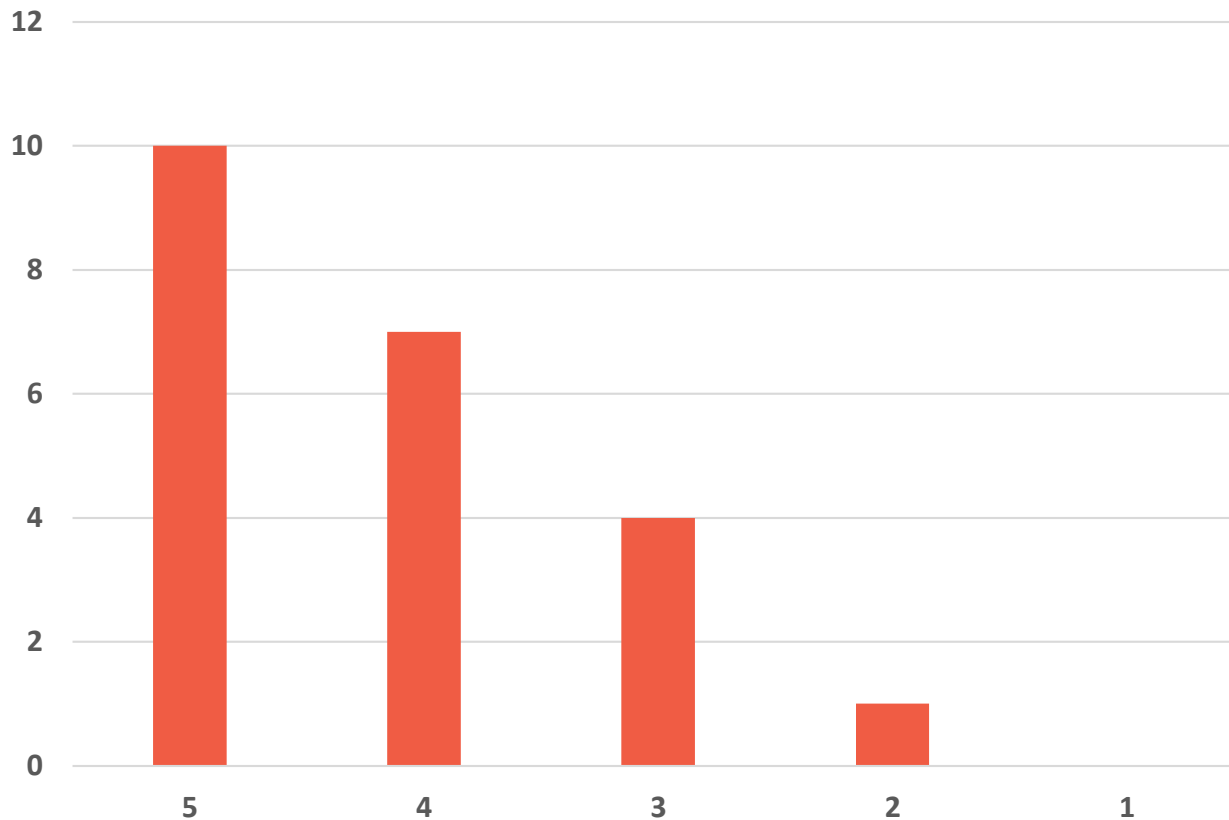
Australian **Reading Hour**

Feedback

Australian Reading Hour

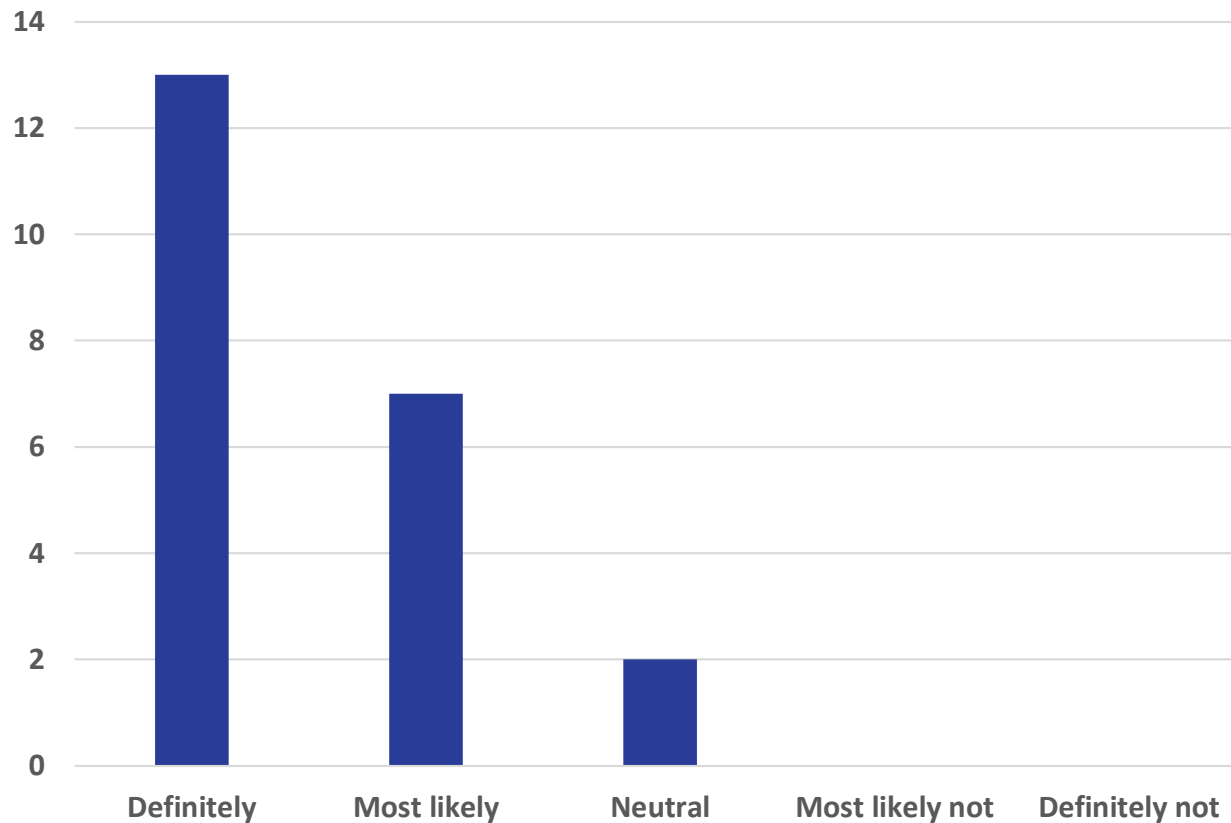
What is your overall assessment of your event?

1 = insufficient – 5 = excellent



Australian Reading Hour

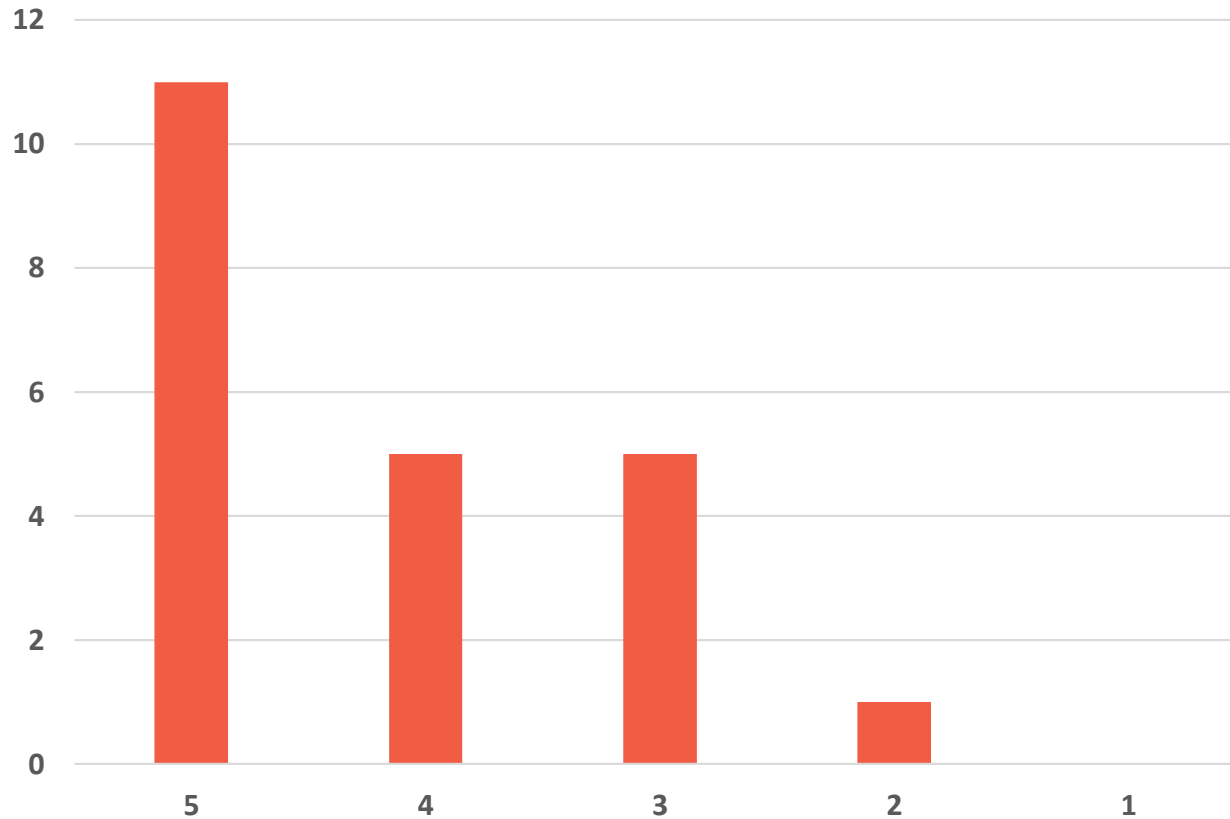
How likely is it that you will run another event in 2019?



Australian Reading Hour

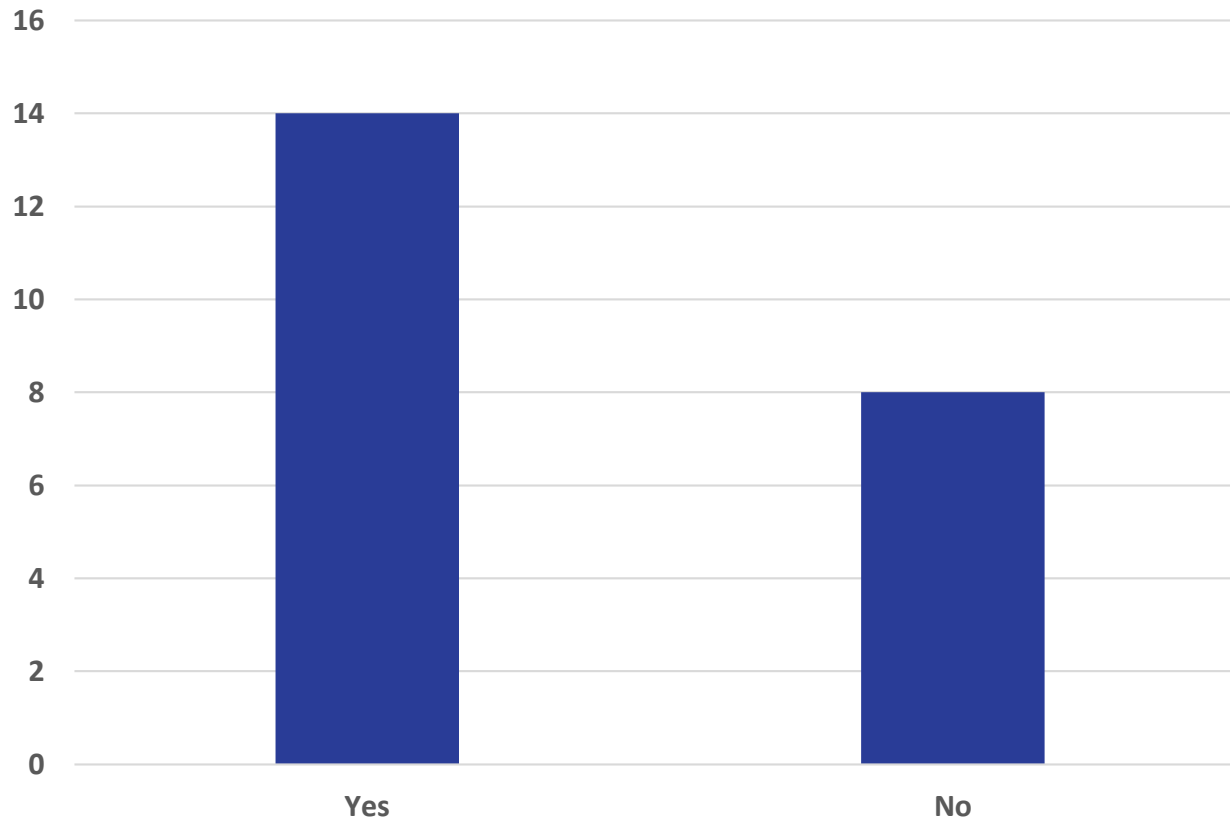
Please comment on the organisation of the event

1 = insufficient – 5 = excellent



Australian Reading Hour

Were you happy with the promotional assets supplied?





Were you happy with the promotional assets supplied?

“Great range of assets supplied – but feedback overwhelmingly disliked the colour scheme and found the graphic design dated”

“No change, it was great”

“We need to be able to add information about our event to the reading hour promo. More than just a time or date. We need to be able to entice people to see the author. Info about the author, photos of the author and their books”

“Only a logo supplied”

“Our Branch didn’t get any”

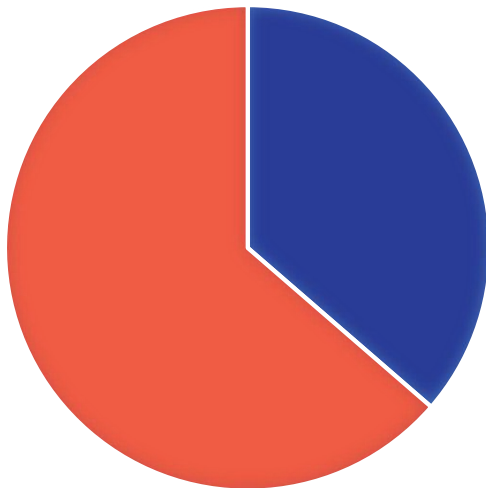
“Generic is fine, but we felt using a local author image would strengthen our campaign, which was also supported by local council who also required credit on the poster”

“Greater range of images – there were a lot of great images used by Australian Reading Hour Facebook that could have been sent to Libraries. More pictorial images, less word images. Images were often wrong size to use on our website”

Australian Reading Hour

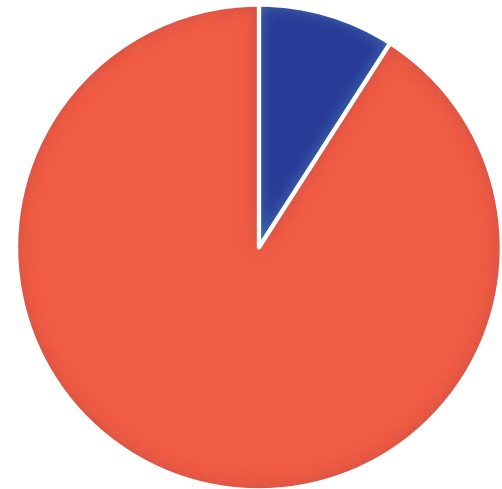
Did you contact Australian Reading Hour to request an author to attend your event?

■ Yes ■ No



Did you make your own arrangements for an author?

■ Yes ■ No



Australian Reading Hour

Given your experience at this event, is there anything you would do differently for 2019?

"I might get more authors involved next year"

"Organise an adult author event"

"I would like to have the author in-conversation with another author, and perhaps have someone more than staff involved in the Reading Hour itself"

"Too many organisers was confusing upfront e.g. ALIA, Reading Hour, Marketing Group"

"More advertising and change of event time"

"More promotion and much earlier"

"Our event could be lengthened next year with more games/activities for the kids"

"Very happy with our event – but I'm not sure what we gained by being part of a broader campaign. No sense that there was a greater community awareness of the day"

"Change the promotion strategy and add a performance of some kind as well"

"More activities in order to better engage with our patrons"

"We would love to hold a night time event in our library and theme it"

"Community awareness was not high. That needs working on for next year"

"Link it to a larger reading festival"



Further comments or suggestions

"Greater media around the events and a list of when different organisations were reading so that others could join in"

"It would be good if authors could be available free of charge just for Australian Reading Hour events/day. Early offer of local authors"

"Having a guest author is a great idea"

"List of what was read (maybe too much work and detract from the actual beauty of taking time out to just read"

"Greater lobbying and promotion for the event by the organisers. Love that the day now includes adult reading – great move. The statistics provided are really good, but please – update your graphic design"

"All great, very happy with the outcome and staff and the community loved it"

"Still confusing message about the Reading Hour not being an Hour. Maybe a Reading Week will be better. IS it for adults, children or families or both?"

Australian Reading Hour

Further comments or suggestions

“It would be really useful if there was a suggested reading provided from the Australian Reading Hour organisers”

“Travelling authors coming from other places, funded and well advertised as special events”

“If there is funding for an author or guest we may look into that for 2019”

“It would have been very helpful to have posters with spaces for local events. I printed one of yours and had to design one of my own to go next to it with the information about times and places”

“Suggestion to get into the Guinness book of records for a reading event – after investigation we had to lower our expectation and attempt an Australian record. The filming of this event will be sent to the Australian book of records for verification on the most number of people reading from the same book in a one-hour period. Our total was 46 people reading ‘Toad Surprise’ by Morris Gleitzman”

Australian Reading Hour

Summary

Australian Reading Hour

2017 vs 2018 ARH Campaign Metrics

Activity	2017	2018	Comment
Formal Author Events	21	37	
Print Posters Distributed	600	791	
PR Reach	n/a	7,072,434	
ARH Advertising Reach	0	1,600,000	Outdoor = Adshel
Partner Advertising Reach	145,000	447,286	Dymocks, Vicinity with QR TBC
ARH Social Media Followers	11,300	19,800	Facebook, Twitter, Instagram
ARH Social Media Reach	n/a	650,000	
Partner Social Media Reach	n/a	661,864	QR, BR, Vicinity, Dymocks, Target, Audible, Booktopia
Website Visitors	n/a	14,000	
ARH Database	2,500	3,300	
Partner Database	630,000	482,368	Vicinity, Leading Edge with more targeted Dymocks
Total Digital Impressions	2,600,000	2,400,000	