

AUSTRALIA
READS

The text 'AUSTRALIA READS' is rendered in a playful, multi-colored font. Each letter is a different color: A (orange), U (green), S (blue), T (pink), R (orange), A (yellow), L (teal), I (green), A (blue), R (teal), E (yellow), A (blue), D (pink), S (orange). The word 'AUSTRALIA' is on the top line and 'READS' is on the bottom line. The 'S' in 'READS' is replaced by a yellow starburst. Various decorative elements are placed around the letters: a teal triangle above the first 'A', a yellow arch above the 'U', a blue crown above the 'R', a pink crown above the 'R' in 'READS', a teal wavy line above the 'A' in 'READS', a pink crown above the 'A' in 'READS', a pink starburst above the 'S' in 'READS', and three pink circles above the 'I' in 'AUSTRALIA'. A green bookmark is positioned below the 'E' in 'READS'.

1 - 12 November 2020

Australia Reads 2020 – Rebrand & COVID

For the Australia Reads 2020 rebrand we moved towards a fun, friendly and flexible look and feel that would appeal to kids and grown-ups alike and allow us to easily pivot towards #AustraliaReadsAtHome during lockdown. We engaged celebrated Australian author and illustrator **Beck Feiner** to breathe life into the new campaign with her trademark colour and energy. Beck not only created a fun, poppy new **masthead**, but also a series of **quirky illustrated scenes** imagining where Australians would enjoy reading no matter where they live. Australia Reads *at bedtime*. Australia Reads *at home*. South Australia Reads. And so on. It's diverse, inclusive and family friendly. The characters were purposefully drawn to appear as neither children nor adults, leaving interpretation up to the individual. The focus is as much on celebrating a connection to your environment as it is about the **joy and excitement that reading can bring**.

The Australian Reading Hour, our major event, was **delayed from September to November** and all but one live author events were cancelled. The moved posed significant challenges, but the three campaigns over the year created months of promotion of the benefits of reading.

The hero logo

For the sheer energy and excitement of its wide appeal, but also the flexibility it offered through valuable add-ons like South Australia Reads and the AR name generator widget. A moment of true genius in brand generation.

Australia Reads At Home

For the singular way it captured that moment in history for all Australians, and how quickly we pivoted to recognise that and speak to people at a time of massive unease. It was warm and reassuring, like a pillow fort cuddle, which was just what we all needed. We ran the #AustraliaReadsAtHome campaign throughout the lock down.



Australia Reads for Kids

For parents and teachers navigating a specialist children's booksellers curated a list of the best Australian books for kids of all ages.



Need some help choosing school books?

To get you started, with the help of Leesa from The Little Book Room, we've put together this list of award-winning books!

Click the covers to find out more about the book. The books are sorted by years, but it's just a guide!

We think the best books are the ones you actually want to read – so we encourage you all to explore the full list. Trust the vibe and glide.



Australia Reads 2020 – Sponsors & Partners

Australia Reads is the only all-in book industry promotion of the benefits of reading. Booksellers, libraries, publishers, agents and authors unite to celebrate reading and the positive impact it can have on the lives of all Australians. The project has been assisted by the Australian Government, through the Office for the Arts, the Copyright Agency Cultural Fund, Public Libraries, and the Australian Publishers Association.



Australia Reads with the Hon Paul Fletcher MP

Industry partners:



#AustraliaReads #AustraliaReadsAtHome

bit.ly/2HWgGsp

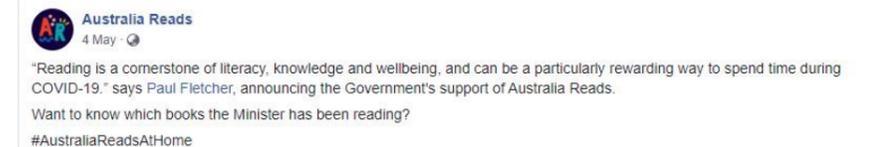


Australia Reads
This November we're inviting Australians of all ages and from all walks of life to share and celebrate the ...
australiareads.org.au

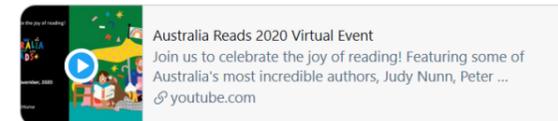


Why not pick up a book and read for an hour at 12:30pm - for yourself or the children in your life! australiareads.org.au/#

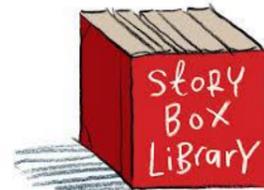
#AustraliaReads



Join in to celebrate #AustraliaReads 12.30pm AEDT Wed 11 Nov with Judy Nunn @Peter_Fitz @AnitaHeiss @pjhelliar @michaelrobotham @DervlaMcTiernan @JimmyBarnes @tanya_plibersek @AndyGbooks @NikkiGemell @LaTrioli & more!
#AustraliaReadsAtHome
@australiareads



Australia Reads 2020 – Partners



Australia Reads
11 November at 11:44 · 🌐

It's not too late to take the pledge to read for Australian Reading Hour. Go on, join us!

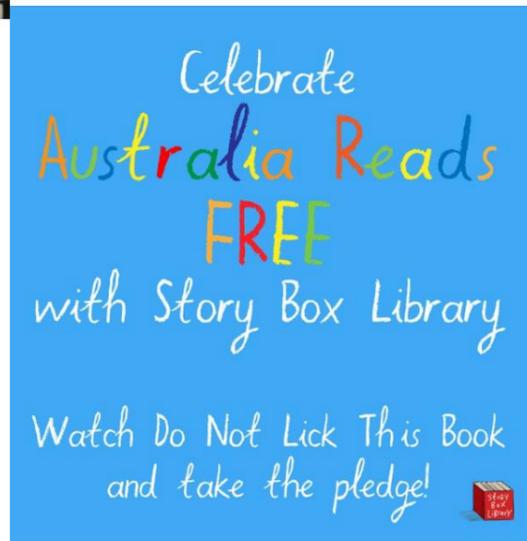
<https://australiareads.org.au/>

Everyone who takes the pledge will also enjoy a special treat from our friends at [Story Box Library](#) - [Osher Günsberg's](#) read of *Do Not Lick This Book* by [Idan Ben-Barak](#) and [Julian Frost](#), published by [Allen & Unwin Books](#).



Australia Reads
12 November at 16:27 · 🌐

The perfect bedtime story for tonight, thanks to Story Box Library!



Australia Reads
9 November at 17:56 · 🌐

Ready for another Broncos Bedtime Story?
Jordan Riki is reading *Goodnight Little Tough Guy*, and it looks like Scott Prince is drifting off to a nice snooze...
Enjoy! ... [See more](#)



Australia Reads
3 November · 🌐

Ready, set, read! See how fast your child's reading skills improve with a special 30-Day FREE trial* of ABC Reading Eggs in celebration of Australia Reads.

This year's Australian Reading Hour is the perfect occasion to try the multi-award winning online reading program for kids aged 2-13. Designed by experienced Australian educators, the program uses scientific research to make learning to read easy and fun and has been used by over 10 million children worldwide.

With over ... [See more](#)

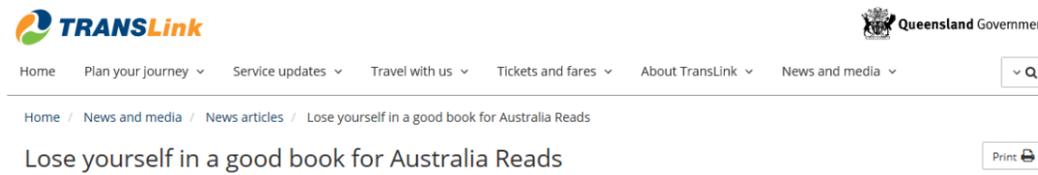


News
28 October 2020

Australia Reads: Nationwide brain nourishment in November!



Australia Reads 2020 – Translink



6 November 2020
South East Queensland

If you love to read or are trying to get your kids into reading, there's no better time than this November! TransLink are partnering with Australia Reads again this year to encourage all Australians to pick up a book and spend time to enjoy reading – whether it's for 5 minutes each day or for an hour.

Reading has some little-known benefits including reducing stress by 68% - it even works faster as a stress buster than listening to music, going for a walk or enjoying a cup of tea.

What's more, a bedtime story six days a week can put kids almost a year ahead when they start school. If those benefits aren't enough to sway you to pick up a book just yet, Australia Reads has kindly donated a bunch of books for us to giveaway!

You can grab your FREE book by visiting our friendly team at King George Square bus station on the concourse, Thursday 12 November from 7.30am.

We'll be giving away a range of adult and kids books to celebrate Australian Reading Hour until we run out. These are just some of the exciting books we'll have on offer as part of the giveaway – but remember, we'll have limited numbers available so it's first in, best dressed!



- Frankie Fish and the Tomb of Tomfoolery, Peter Helliar
- Tashi and the Stolen Forest, Anna Fienberg
- The Greatest Hit, William Kostakis
- Man Out of Time, Stephanie Bishop
- The Ruin, Dervla McTiernan
- The Girl in the Mirror, Rose Carlyle

Happy reading everyone!



Performance for Your Post

13,715	People Reached
735	Reactions, Comments & Shares
587	On Post
581	Like
18	Love
18	On Post
2	Haha
2	On Post
4	Wow
4	On Post
87	Comments
83	On Post
32	Shares
32	On Post
630	Post Clicks
90	Photo Views
10	Link Clicks
4	Hide Post
0	Report as Spam
0	Link Clicks

13,715 People Reached, 1,365 Engagements



Event

- 2000 books given away at King George Station
- Bookmarks provided for giveaway

Printed

- A0, A1 and A3 posters promoting Australia Reads in King George Station (KGS) for 3 weeks

Digital

- PIDs at KGS and Queen Street Bus Station for 2 weeks
- Homepage web tile (330K monthly pageviews)
- News article on website <https://translink.com.au/news-and-media/articles/14011>
 - 686 pageviews (38% organic, 30% direct, 22% social)
- Social media

Facebook

- Total reach = 68,749
- Total reactions = 1,765
- Total comments = 179
- Total shares = 110

Twitter (much better results than for general posts)

- Total impressions = 15,946
- Total retweets = 26
- Total favourites = 49

Instagram

- Total likes = 253
- Total reach = 5,210

Social combined reach: 90K

Social combined engagement: 2.3K

eDM (377K subscribers)

- Open rate = 22.87%
- Total clicks = 3,090

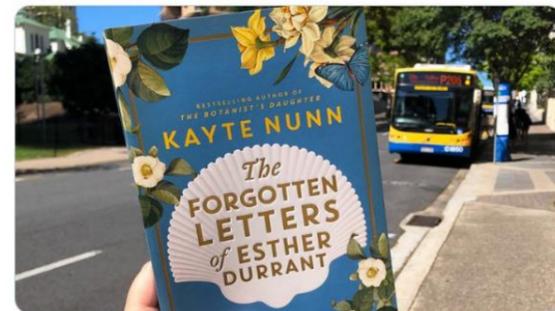
Media

- ABC Radio Brisbane - mentions on Loretta Ryan's breakfast program and live interview with author Trent Jamieson at our event. The author also gave us a signed copy of his book to giveaway!
- <https://www.booksandpublishing.com.au/articles/2020/11/05/159066/australia-reads-campaign-nielsen-reports-sales-up-almost-5/>
- <https://www.alia.org.au/news/21646/join-and-escape-good-book-australia-reads>
- UITPANZ included us in their eDM, linking to our TransLink news article

Here's a novel idea — book in some time to read on your morning or afternoon commute! Getting stuck into a good book is a great way to unwind.

Where's your favourite place to read?

[@australiareads](#) #AustraliaReads



12:01 PM · Nov 6, 2020 · Twitter Web App



That's a wrap! Thanks to everyone who popped down to see us for our @AustraliaReads book giveaway this morning—we gave away thousands of books in record time! 🎉📖

We hope you enjoy reading on your way home with us this afternoon. 🚊📖 #AustralianReadingHour!



Australia Reads 2020 – Stockland



Social Followers: 283,047

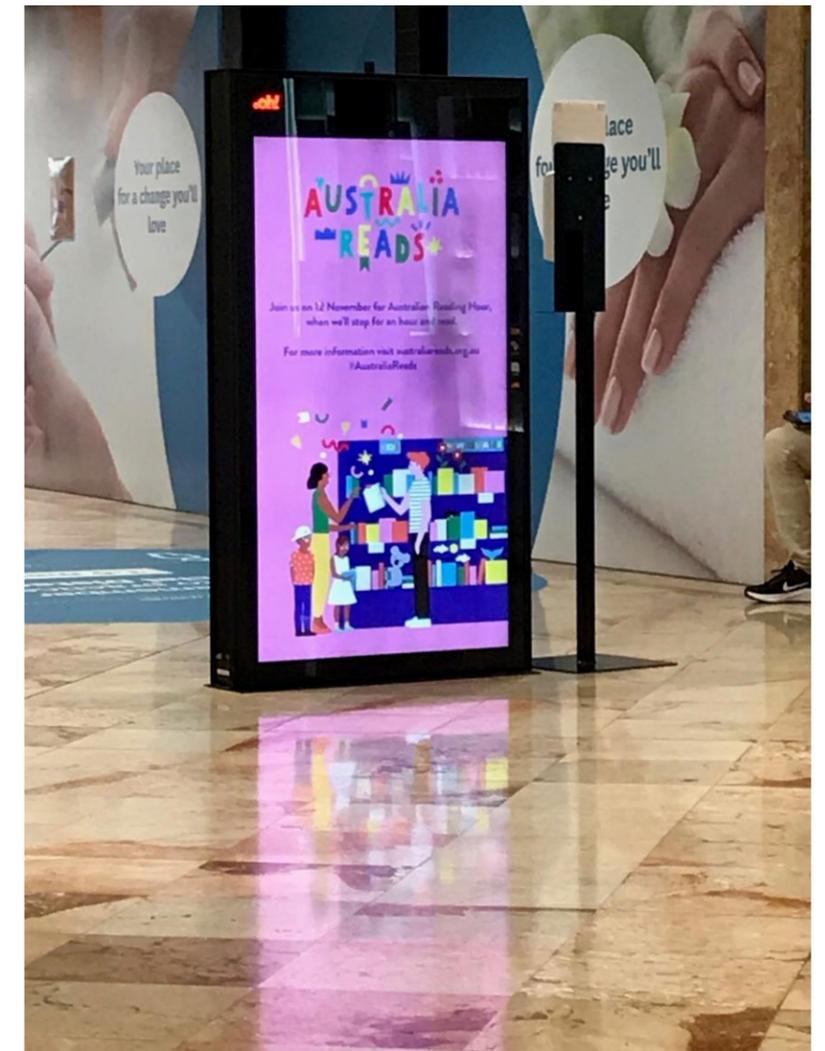
Screen Audience reach based on a 2 week campaign across all centres: 9,897,500



Australia Reads - Australian Reading Hour

Stockland (Forster)
9 November at 00:30 · 🌐

We're inviting Australians of all ages and from all walks of life to share and celebrate the joys of reading. Join us on 12 November for Australian Reading Hour, when we'll stop for an hour and read. For more information visit <https://bit.ly/3lbz1sY> #AustraliaReads



oOH Media Screen		
Evoke TV Screen Landscape	1280W x 720H px	Video Specs: Length – 15 seconds Format – MP4 Frame Rate–25.00 frames/second No Sound
Portrait Screen	1080W x 1920H px	Video Specs: Length – 7 seconds Format – MP4 Frame Rate–25.00 frames/second No Sound



Australia Reads 2020 – Anglicare & Kindle



Australia Reads
21 September · 🌐

A good book has the power to stay with you for a lifetime.
Sally, a lovely resident of Anglicare Sydney, shares her earliest memory of reading.

Anglicare residents were filmed talking about their favourite books and why they liked reading.

Australia Reads
4 October · 🌐

Australia Reads with Anglicare
That bittersweet moment you finish your favourite author's new book!... See more



Kindle donated 100 Kindles to Anglicare residents.

New notifications from TODAY and Alison Claire



Australia Reads 2020 – Education



NSW Dept of Education @NSWEducation · Nov 11

When we experience awe by reading something that transports us out of our day-to-day lives, it quiets the critical voice in our head and boosts our physical and mental health.

Find more #AustraliaReads facts and take the pledge to read this November: bit.ly/2TNQvq6

0:07 303 views

negs_armidale · Follow

Liked by mt_riddock and others

negs_armidale NEGS Junior School enjoying Reading Hour with #australiareads . Teachers and students brought their favourite books to school and enjoyed reading together. #negsjunior school #loveofreading

12 November

smc.lrf · Follow

Liked by esc_library and others

smc.lrf Last week #australiareads meant that students from SMC from Years 7, 8 and 9 stopped to read for the first hour of the day, it was a huge success! #readingtime #australiareads #books #readingforpleasure #readingforknowledge

16 November

Queensland Department of Education @QLDEducation · Nov 4

This November, @australiareads is inviting Australians of all ages to celebrate the joys of reading.

And on 12 November, you are encouraged to stop for an hour, pick up and read to yourself or the children in your life for #AustralianReadingHour.

fhclibrary · Follow

Liked by carey.library and others

fhclibrary As part of our FHC activities, students were asked what their favourite book characters were... more

13 November



Australia Reads 2020 – Education

What better way to celebrate @australiareads than with a good book and a cookie? @trinitygrammar staff and students enjoyed a short story at recess today on quad. #AustraliaReads



NSW Dept of Education @NSWEducation · Nov 12

“Books inspire the imagination. Imagination births creativity. Creativity changes the world.”

Wise and wonderful words from author Matt Stanton. Get involved in #AustraliaReads and pick up a book this November: bit.ly/2TNQvq6

Books inspire the imagination. Imagination births creativity.

0:32 185 views

Australia Reads @australiareads · Nov 7

Australia Reads Ambassador Jacqueline Harvey visits students at Cowan Public School NSW to share the many benefits of reading.

#AustraliaReads @JacquelineHarve



Primary English Teaching Association Australia (PETA) ...

5 November at 19:00 · 🌐

Australia Reads is inviting Australians of all ages and from all walks of life to share and celebrate the joys of reading in digital events featuring an all-star lineup of Australian authors – free for all Australian schools!

SYDNEYOPERAHOUSE.COM

Australia Reads Kids

Join us for this exciting digital event with Australia Reads. We're invi...

SCIS ...

4 November at 14:20 · 🌐

In the latest SCIS Blog, Louise Sherwin-Stark, CEO of Hachette Australia and the Chair of the Australian Reads Committee, invites Australians of all ages and from all walks of life to share and celebrate the joys of reading.

Learn more about how your school library can join Australia Reads ambassadors Peter Helliar, Dervla McTiernan and Will Kostakis (plus a stellar line up of amazing Australian authors) for live events on the 9 November 2020.

Unique programs have been cr... See more

Library Services at Trinity Grammar School @tgslibrary · Nov 9

Some of our @trinitygrammar students enjoyed reading on quad today as part of our #AustraliaReads celebrations. #arthurholtlibrary #Reading #trinityreads

AISNSW @AISNSW · Nov 12

We hope you're enjoying #Australianreadinghour - what book are you reading now - what are your students reading? With thanks to Bethel Christian School for this book-loving reading inspired image @australiareads @AISNSWPrimary

JS Library @JSLibrary2015 · Nov 9

#AustraliaReads in the JSg library



NSW Dept of Education @NSWEducation · Nov 11

Read lots, write what you love and read aloud!

Author and #AustraliaReads ambassador Jacqueline Harvey shares her tips for young writers. Join her and take to pledge to read this November: bit.ly/2TNQvq6

the Alice Miranda, Clementine Rose, and Kensy and Max

0:30 231 views



Australia Reads 2020 – Political Support

Paul Fletcher @PaulFletcherMP · May 5

Reading is one of life's great pleasures. The Morrison Government is contributing \$100,000 to the @australiareads initiative to promote reading across Australia. Share your love of reading with #AustraliaReadsAtHome



0:01 1.7K views

9 15 20

patrickgormanmp · Follow
Beaufort Street Books



Liked by australiareads and others

patrickgormanmp Today I'm taking part in Australian Reading Hour. This is a wonderful incentive to remind Australians of the benefits of reading at any age. It's also a great opportunity to support your local book store. This is me with my son Leo at @beaufortstreetbooks

If you'd like to take part, please pick up a book and read today, then post a photo on your social media and tag @australiareads 😊



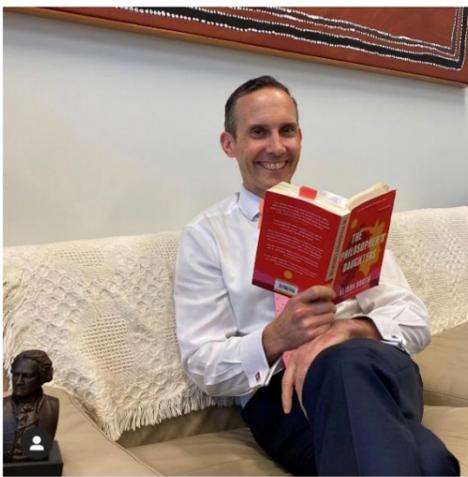
South Australia Reads

Premier Steven Marshall announces South Australia Reads!

City of Marion Libraries
1 November

South Australia Reads is now officially launched by Premier Steven Marshall! We're inviting South Australians of all ages and from all walks of life to share and celebrate the joys of reading. Stay tuned for more posts and make sure you visit your local library for great books and other reading materials. South Australia Reads is the SA version of Australia Reads and will run Nov 1-12. Visit www.libraries.sa.gov.au/sareads for some great events & ideas to inspire you! #SouthAustraliaReads #AustraliaReads #LibrariesSAOneCard #AustraliaReadsAtHome #SouthAustraliaReadsAtHome

andrewleighmp · Follow

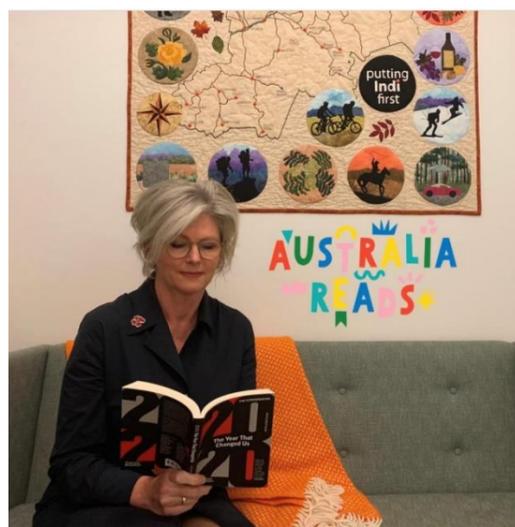


Liked by australiareads and others

andrewleighmp Need a good recommendation for Australian Reading Hour? I'm reading Alison Booth's *The Philosopher's Daughter*.

What should I pick up next?

helenhainesindi · Follow



Liked by mareepatriciawhite and others

helenhainesindi Australian Reading Hour happens today - November 12.

I enjoy reading. It's one of the most valuable skills we teach our children but there are benefits for all of us, no matter our age.

Tanya Plibersek @tanya_plibersek · Nov 12

One good thing about 2020 is that there's been lots of time to read.

For a bit of #AustraliaReadsAtHome #ReadingHour inspiration, here are a few of my favourites from the year:



Australia Reads and 6 others

6 11 113

Australia Reads Retweeted

Janet Rice @janet_rice · Nov 12

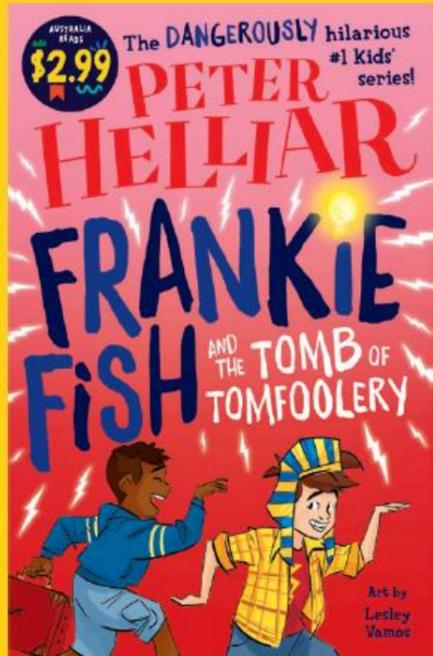
Celebrating Australian Reading Hour with @AustraliaReads. I'm reading 'Wild Comfort, the Solace of Nature' by Kathleen Dean Moore, as I head home from Parli. (Just the ticket after a v busy week!) What are you reading atm? Recommendations welcome!



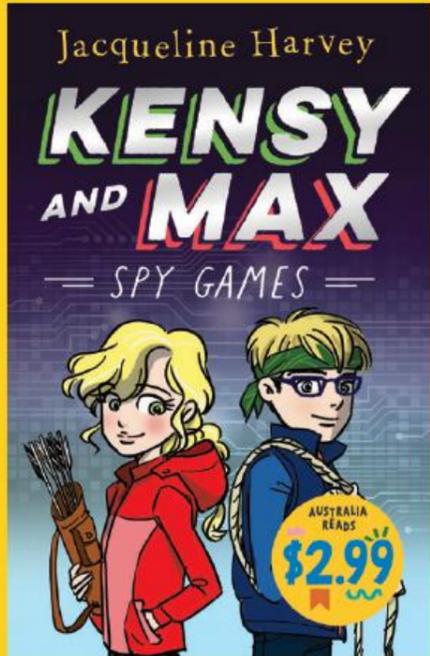
Australia Reads 2020 – Books

Four Australian publishers worked with four high profile Australian author ambassadors to produce **books** for junior, middle grade and teen readers. These books were on sale around the country at the accessible RRP of \$2.99. They were supported in store with dumpbins and posters.

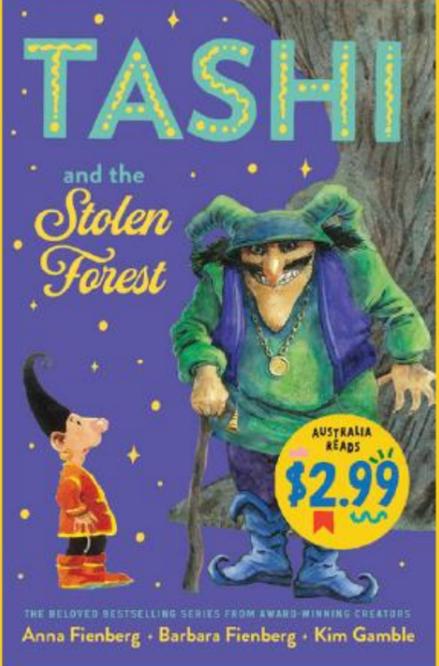
Due to the delay to the event this year, the books were published into the much more crowded Christmas period. Sales were approximately half of those in 2019, at **10,000 copies**, with more anticipated over the summer reading period.



Peter Helliar
Frankie Fish and the Tomb of Tomfoolery



Jacqueline Harvey
Kensy and Max: Spy Games



Anna Fienberg
Tashi and the Stolen Forest



Will Kostakis
The Greatest Hit

A2 Posters





Australia Reads 2020 – Customisation Tool

The brilliant team at Libraries South Australia suggested a customization tool which quickly caught on with readers, libraries and booksellers around the country.



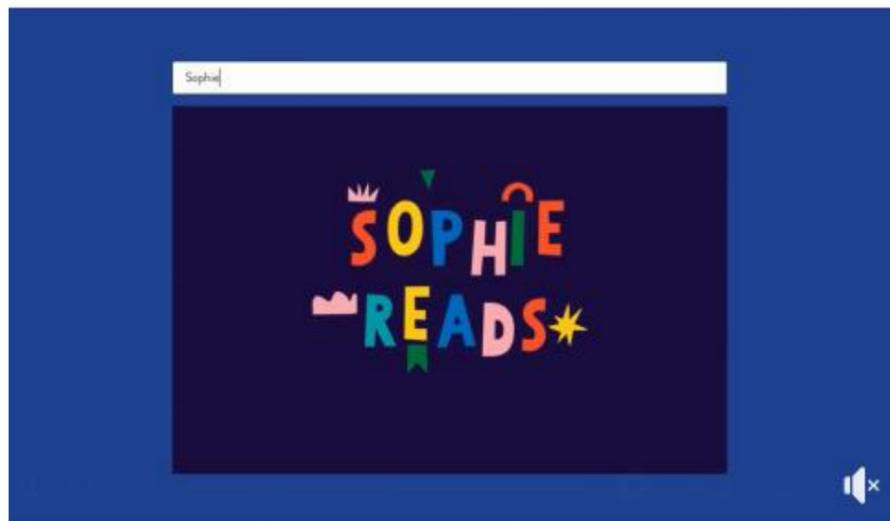
Australia Reads
26 October · 🌐



Don't just celebrate it. Personalise it!

Create your custom Australia Reads art here:

<https://australiareads.org.au/custom/>



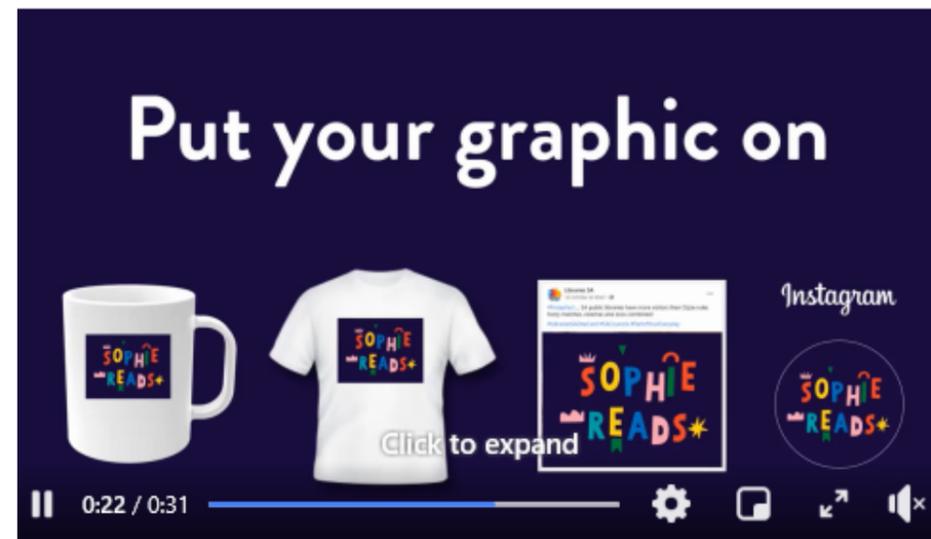
Australia Reads
26 October · 🌐



Don't just celebrate it. Personalise it!

Create your custom Australia Reads art here:

<https://australiareads.org.au/custom/>



Zewlan Moor @byronbiblio · Nov 11

Gearing up for #AustraliaReadsAtHome tomorrow 🟢 We've arrived back in Aus & are still in hotel quarantine 🟢 My kind SIL has sent us books to escape from our 4 walls 📖

How about you? Give it a go 🟢 Read a book for an hour tomorrow & see what benefits it brings!



Scarlett Harris @ScarlettEHarris

Starting my 100th book of the year, which is pretty apt for the middle of @australiareads week!



FedUni Library @FedUniLibrary

#AustraliaReads is from 1 – 12 November with virtual events and Australian Reading Hour on 12 November. For more information visit the Australia Reads webpage - ow.ly/ETz050C5C6L

Make your own #AustraliaReads custom logo: bit.ly/383EZiu



Australia Reads 2020 - Events

Despite the challenges that were thrown at all of us in 2020, particularly around the aspect of live events, the Australia Reads Events Campaign this year reached exponentially more people than was achieved in 2019.

Through the creation of three key **Virtual Events** – one for Kids, one for Teens and one for General Viewing – all featuring our Australia Reads ambassadors along with a plethora of Australia’s finest authors, we were able to draw audiences in excess of **70,000 people** across the three programs.

Additionally, we created individual short form content pods which were shared by media, industry, libraries and bookstores around the country, generating engagement in Australia Reads and the Australian Reading Hour with more than **5 million Australians**.

Through the hard work of the School Principals in Broken Hill and the NSW Department of Education, we were still able to visit kids in remote Australia with Anna Fienberg and Beck Feiner, despite the restrictions and difficult circumstances.

Also **40 registered individual live and virtual events** were hosted by libraries, bookstores and book media utilizing all of the amazing creative available to everyone via the Australia Reads website.

Most events took place in the key promotional period 1st to 12th November.



Australia Reads 2020 – Main Virtual Event



Featuring AR Ambassadors **Dervla McTiernan** and **Peter Helliar**, alongside some of Australia's most incredible authors, **Judy Nunn**, **Peter Fitzsimons**, **Michael Robotham**, **Jimmy Barnes**, **Andy Griffiths**, **Nikki Gemmell**, **Virginia Trioli**, **Mikey Robins** and special appearances by the Hon Paul Fletcher MP, Hon Tanya Plibersek MP ... and our favourite Blue Heeler... **BLUEY!**

- Reach of over **27,500** people
- First day average viewers **25,000** people
- Predominantly instigated by Females **45+yo**
- **70%** of traffic driven from the Australia Reads Facebook Event
- Increase of **500+** subscribers to the AR YouTube Channel
- Views continue to grow daily



Australia Reads 2021 – Kids Virtual Event



Featuring AR Ambassadors **Peter Helliar**, **Anna Fienberg**, **Jacqueline Harvey** and **Beck Feiner**, alongside some of Australia's most famous children's authors, **Andy Griffiths**, **Children's Laureate Ursula Dubosarsky**, **Osher Gunsberg** and **Sami Bayly** ... plus a special appearance by our favourite Blue Heeler... **BLUEY!**



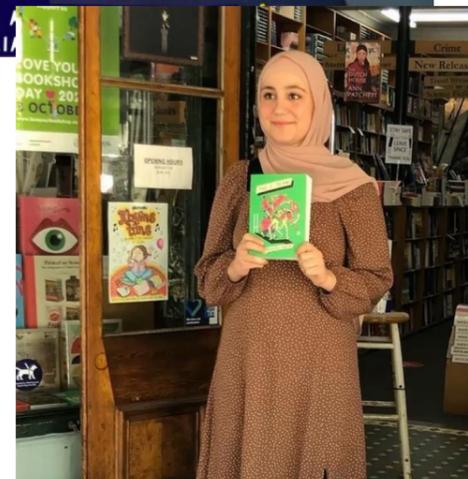
- Reach of over **33,000** children
- Premier views of **10,882**
- Bookings from over **265** schools around the country
- **100%+** increase on engagement from the 2019 ARH event
- A special partnership with the **Sydney Opera House Digital Learning** team, and the **NSW Department of Education**.



Australia Reads 2020 – Teens Virtual Event



Featuring AR Ambassador **Will Kostakis** alongside some of Australia's best YA authors including **Garth Nix, Danielle Binks, Alex Dyson, Rawah Arja** and **Amy Kaufman** ... plus a special guest visit from Doctor Helena Popovic to tell us about how reading alleviates isolation, increases brain function and reduces stress!



- Reach of approximately 10,500 people
- First day average viewers 2,500 people
- 69 participating schools around the country
- In partnerships with #LoveOzYA, the **Sydney Opera House** and the **NSW Dept of Education**



Australia Reads 2021 – Virtual Content Pods

Individual short form content pieces were produced alongside the main Virtual Event Programs to distribute to libraries, bookstores and the media giving them an opportunity to pick and choose which content they would like to feature on whatever platform they preferred.

These pods were distributed to well over **5 million Australians** via Booktopia, Dymocks, the PETAA (Primary Education Teachers Association of Australia), author databases and many more.

The screenshot shows a blog post on the Booktopia website. The header includes the Booktopia logo and navigation links for Books, eBooks, Audiobooks, DVDs, Magazines, Stationery, Gift Ideas, and Blog. The main heading of the post is "Drop everything and read – Australian Reading Hour 2020 is here!" by Booktopia, dated November 12, 2020. Below the heading is a video player with the "AUSTRALIA READS" logo. The text of the post begins with "We might be biased, but we're pretty sure reading is the best activity a person could possibly engage in – which is why we're thrilled to be celebrating Australian Reading Hour 2020!" and continues to describe the event as a 12-day celebration of reading.

You can also check out a bunch of other fun video events with Australian Reading Hour 2020 Ambassadors:
Osher Gunsberg reads *Do Not Lick This Book* by Idan Ben-Barak and Julian Frost (watch it quick, as the video will only be available for a short time!).
YA Australia Reads ambassadors like Cath Moore, Alex Dyson and Will Kostakis discuss why reading is so important...



... and also talk about how they find the time to read!



You'll find many more videos like these over on our [YouTube channel](#). So make sure you check it out. And if you participate in Reading Hour today, feel free to join in the fun on social media and share what you're reading with the hashtags [#AustraliaReads](#), [#ReadingHour](#) and [#AustraliaReadsAtHome](#).

Happy Australian Reading Hour 2020 everyone!
Find out more about Australia Reads [here](#).



Dear Jacqueline

From the desk of
Jacqueline Harvey



Australia Reads!

From 1 -12 November, all Australians are being encouraged to boost their reading habits! I am very proud to be one of the author ambassadors for this year's event and have even written a special *Kensy and Max* book just for the campaign.



Australia Reads 2020 – Broken Hill Event



Despite very challenging circumstances with limited access to school grounds, social distancing measures and restrictions on venue capacities, we still managed to take two of our Australia Reads Ambassadors to visit the kids in **regional Australia**.

This year, we captured the hearts and minds of the children at Alma School and Railway Town School in Broken Hill with stories from **Anna Fienberg** and illustrations from **Beck Feiner**.

In several small group sessions, over 120 kids from both schools were involved in the activities with Anna and Beck.



 **Broken Hill City Library** @BHCityLibrary · Nov 11
We recently met Anna Fienberg, author of the Tashi series and one of the Australia Reads ambassadors who shared her thoughts on the joy of reading.
bit.ly/3kgRF8m
#AustraliaReads #ReadingHour



Australia Reads 2020 - Libraries



Public libraries across Australia celebrated and supported the Australia Reads campaign, although due to the COVID-19 pandemic many libraries were unable to host in-person events.

The following slides represent a sample of the libraries which participated in the campaign.

Social media platform	Followers
Facebook	280,452
Instagram	91,582
Twitter	117,144



The above numbers represent the combined social media reach for the libraries who informed us that they had participated in the campaign. We anticipate that the total reach would be more than 1 million.



ACT Libraries



[Libraries ACT](#) celebrated the Australia Reads campaign through promoting the webinars, the Reading Hour and the free resources on its website and social media.

The screenshot shows the top section of the Libraries ACT website. On the left is the ACT Government logo and the 'LIBRARIES ACT' logo. To the right is a search bar labeled 'Site search' with a magnifying glass icon. Further right are links for 'Register' and 'Login'. Below this is a horizontal navigation menu with the following items: Home, Hours & Locations, Services, What's On, Digital Resources, At Home Brain & Boredom Busters, and ACT Heritage Library. Below the navigation menu is a purple banner with the text 'Australia Reads' and a breadcrumb trail: Home > What's On > Australia Reads.



#AustraliaReads is from 1 – 12 November with virtual events and Australian Reading Hour on 12 November. For more information visit the Australia Reads webpage - ow.ly/ETz050C5C6L

Make your own #AustraliaReads custom logo: bit.ly/383EZiu



Celebrate Australia Reads with Libraries ACT

Unwind, get inspired and find joy in books with us—and with the rest of Australia—as we celebrate Australia Reads.



NSW Libraries

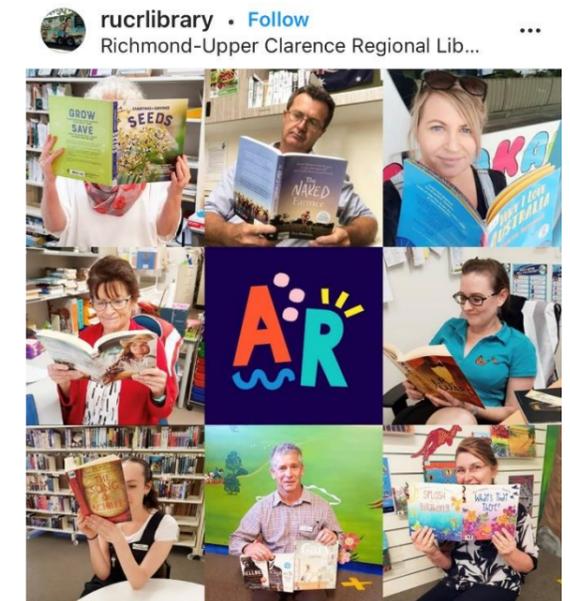


NSW libraries hosted online and in-person events, including the following libraries:

- [Bankstown Library and Knowledge Centre](#)
- [Bayside Library](#)
- [Clarence Regional Library](#)
- [Fairfield City Open Libraries](#)
- [Mosman Library](#)
- [Randwick City Library](#)
- [Singleton Library](#)
- [Stanton Library](#)
- [State Library of NSW](#)
- [Woollahra Libraries](#)

NSW Public Libraries hosted two events during the week:

- [Garth Nix presents *The Left-handed Booksellers of London*](#) and [Craig Reucassel presents *Fight for Planet A*](#).



Liked by ngariesview and others
rucrlibrary We are celebrating #AustraliaReads & The Australian Reading Hour today! Join us by taking some time to pick up a book & read 📖 #rucrl #richmondvalleymade #nswpubliclibraries #alia #australianreadinghour2020 #welovebooks #librarylove

Liked by paperbarktree and others
rucrlibrary What better way to celebrate #australianreadinghour2020 than with a storytime bustrip with the Kookaburra Preschoolers! 📖 #rucrl #richmondvalleymade #AustraliaReads #nswpubliclibraries #storytimebustrip #aliacys
 12 November



QLD Libraries



QLD hosted online and in-person events, including the following libraries:

[State Library of Queensland](#)

[Sunshine Coast Libraries](#)



SunshineCoastLibraries
@SCLibraries

TODAY AUSTRALIA READS! 📣

All Australian's are invited to put down what they're doing for 1 hour today and read - whether you read words, pictures, bumps or sound! 📖🎧

Find some awesome reading suggestions here 👉
bit.ly/2IldjuN

#AustraliaReads #Libraries



State Library of Qld @slqld · Nov 5

See @AnitaHeiss read from her novel, 'Barbed Wire and Cherry Blossoms' in celebration of @australiareads vimeo.com/475342505 #AustraliaReads #slqReads



Author Dr Anita Heiss reads for Australian Reading H...
Queensland author, Dr Anita Heiss reads from her novel 'Barbed Wire and Cherry Blossoms' and reveals...
vimeo.com



State Library of Qld
@slqld

Today is the Australian Reading Hour! Hear State Librarian and CEO Vicki McDonald share a message about why we love books here at State Library.
vimeo.com/477880706 #AustralianReadingHour #AustraliaReads #slqReads



State Library of Queensland celebrates Australian Reading Hour
State Librarian and Chief Executive Officer Vicki McDonald, shares a message about why we love books here at State ...
vimeo.com



SA Libraries



SA hosted online and in-person events, including the following libraries:

[Adelaide City Libraries](#)

[Burnside Library](#)

[Clare Library](#)

[Flinders University Library](#)

[Mount Gambier Library](#)

[Naracoorte Public Library](#)

[Tea Tree Gully Library](#)

[Walkerville Library](#)



Premier Steven Marshall announces South Australia Reads!

 **City of Marion Libraries**
1 November · 🌐

South Australia Reads is now officially launched by Premier Steven Marshall! We're inviting South Australians of all ages and from all walks of life to share and celebrate the joys of reading. Stay tuned for more posts and make sure you visit your local library for great books and other reading materials. South Australia Reads is the SA version of Australia Reads and will run Nov 1-12. Visit www.libraries.sa.gov.au/sareads for some great events & ideas to inspire you! #SouthAustraliaReads #AustraliaReads #LibrariesSAOneCard #AustraliaReadsAtHome #SouthAustraliaReadsAtHome

The state's public libraries also participated in South Australia Reads, which was launched by [Premier Steven Marshall](#) in a video in which he promoted the benefits of reading and public libraries.



SA Libraries



Flinders Uni Library
@FlindersLib

Flinders University Library staff took time during their morning tea break today to participate in Reading Hour as part of Australia Reads celebrations.

#AustraliaReads
#ReadingHour



Adelaide City Libraries
@AdelaideLibrary

Isn't it lovely to read in the library? Celebrate #ReadingHour in City Library's very own reading nook! Pull up a socially-distanced chair & spend some time reading today. You can also share a favourite book to our board!

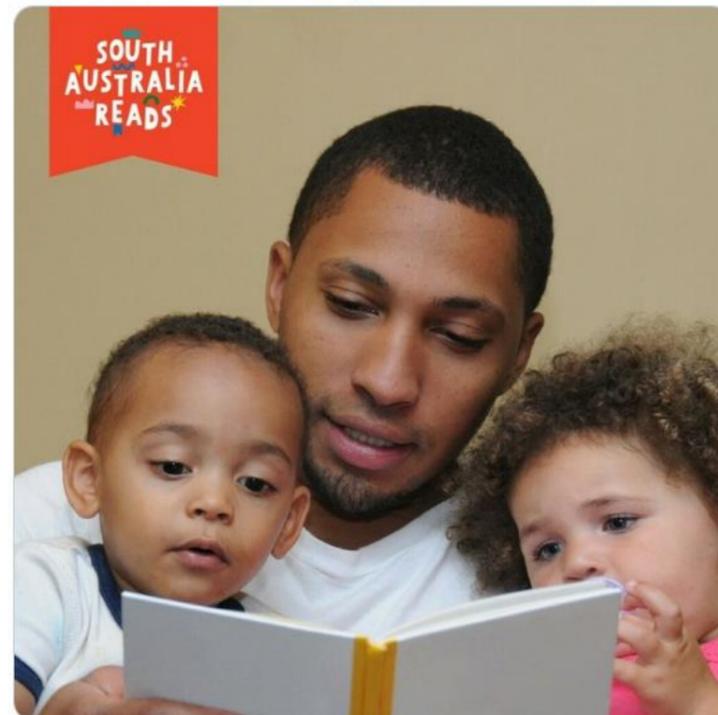
#SouthAustraliaReads #AustraliaReads
#LibrariesSAOneCard



Burnside Library
@BurnsideLibrary

Tomorrow 12 Nov is The Reading Hour – the main event for South Australia Reads. You're invited to stop what you're doing for an hour, pick up a book and read to yourself or the children in your life.

#SouthAustraliaReads #AustraliaReads
#LibrariesSAOneCa... [instagr.am/p/CHcZ9CMHKEM/](https://www.instagram.com/p/CHcZ9CMHKEM/)



loxtonwaikeriecouncil · Follow



Liked by **creativepoolsandlandscaping** and others

loxtonwaikeriecouncil The Reading Hour is on TODAY – the main event for South Australia Reads. You're invited to stop what you're doing for an hour, pick up a book and read to yourself or the children in your life.

#SouthAustraliaReads #AustraliaReads
#LibrariesSAOneCard #AustraliaReadsAtHome



hamracentrelibr... · Follow



Liked by **jasinskahania** and others

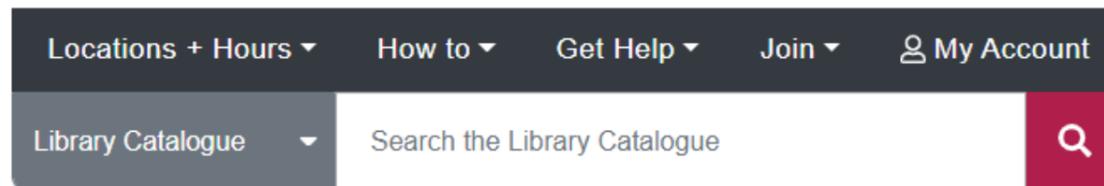
hamracentrelibrary Amanda reads for Australia Reads 'A Little Life' by Hanna Yanagihara. "I first read this about 5 years ago and I still think about it to this day. Harrowing, disturbing and certainly thought provoking - the



TAS Libraries



[Libraries Tasmania](#) celebrated the Australia Reads campaign through promoting the webinars, the Reading Hour and the free resources on its website and social media.



VIC Libraries



VIC hosted online and in-person events, including the following libraries:

- [Geelong Regional Libraries](#)
- [Kingston Libraries](#)
- [Mornington Peninsula Library](#)
- [State Library Victoria](#)

Victoria also celebrated via its Victoria Reads, more than 50 libraries joined the Zoom event which included a mini book club. More than 700 participants registered for the event. Rosalie Ham narrated a few excerpts from her new book, *The Dressmaker's Secret*, the sequel to her best-selling novel *The Dressmaker*. The event was also supported by Public Libraries Victoria.



Hi Everyone! We hope you are enjoying our weekly Storytime Sessions. This week's theme is "Ducks". We will also post a fun "duck" craft activity shortly too!
youtu.be/Z5FcUJCUMzQ via @YouTube
[#storytimeathome](#) [#librariesathome](#) [#virtualstorytime](#) [#australiareads](#)



Bayside Libraries - Storytime. This week's theme is "Ducks".
 Ducks Bibliographic Details Book 1 Title: One duck stuck
 Author: Phyllis Root Illustrator: Jane Chapman Publisher: Walk...
[youtube.com](https://www.youtube.com)

11:54 AM · Apr 30, 2020 · Twitter Web Client



State Library Vic @Library_Vic · Nov 2
 This Wednesday, join in for a special #AustraliaReads live-streamed episode of Storytime with State Library Victoria CEO @katetorney, who will read Under the Love Umbrella by Davina Bell and illustrated by Alison Colpoys.

9:30am

Tune in here: slv.vic.gov.au/whats-on/story...



Australia Reads Retweeted
HobsonsBayLibraries @HBLibraries · Nov 8
 Have books been keeping you company in #iso? Reading can help us feel less lonely and fosters empathy by expanding our ability to understand different viewpoints.
 Learn more with @streetlibraryau host, Jules, who joins us today for @australiareads
[#AustraliaReadsAtHome](#)

0:27 145 views

Public Libraries Victoria @PubLibrariesVic · Oct 26
 Join @Libbi_Gorr @Jacinta_Parsons Brian Nankervis (and us!) for Victoria Reads The Dressmaker's Secret with Rosalie Ham bit.ly/victoriareads2020
[#victoriareads2020](#) [#australiareadsathome](#) [#TheDressmakersSecret](#) [@librarieschangelives](#) [@australiareads](#)

Victoria Reads The Dressmaker's Secret with Rosalie Ham
 After months of reading alone it's time for Victorians to read together!
eventbrite.com.au

Public Libraries Victoria @PubLibrariesVic · Nov 2
 Our CEO @angsavage is keenly reading 'The Dressmaker's Secret' in preparation for interviewing author Rosalie Ham at an online spectacular to celebrate @australiareads on 12 Nov, 7.30PM. Register for this free online event here bit.ly/2HXfgx7

Sarah Cain @GLAMRSarah
 Dressed for #VictoriaReads2020 #RosalieHams #TheDressmakersSecret @PubLibrariesVic

kylie carlson @kyliecarlson · Nov 12
 Enjoyed tonight's event-Libbi Gorr, @Jacinta_Parsons, Brian Nankervis for Victoria Reads The Dressmaker's Secret with Rosalie Ham @angsavage I made another beanie while I listened! Thanks to all involved
[#victoriareads2020](#) [#librarieschangelives](#) [@australiareads](#) [@PubLibrariesVic](#)



WA Libraries



WA hosted online and in-person events, including the following libraries:

- [City of South Perth Library](#)
- [Melville City Library](#)
- [State Library of Western Australia](#)



Rebecca Higgle
@RebeccaHiggle

Got plans Thursday night? Join me at [@CitySouthPerth](#) Library to celebrate [#AustraliaReads](#). Come down from 5-7pm for a night of stories and prizes with me, Sean Avery, Raewyn Caisley, Alexander Thorpe, Deb Fitzpatrick and Campbell Whyte. 📚❤️

A NIGHT AT THE LIBRARY
bdtimes.com.au on 6 Nov 2020 11:20 AM.
ASR: 3,755 AUD Audience: N/A



A NIGHT AT THE LIBRARY
Fun for all ages will be in abundance next week when the City of Busselton hosts its blanket fort family night to celebrate national event Australian Reading Hour.



[Explore & Discover](#) [WA Stories](#) [Our Services](#) [Plan](#)

Home » News » Australia Reads

Australia Reads

Wednesday 14 October 2020



Fremantle Library
@freibrary

We know that Fremantle reads a lot, right?
Make your own [@australiareads](#) custom logo:
bit.ly/383EZiu

[#AustraliaReads](#)



Australia Reads 2020 – Media Round Up

Due to COVID-19, there were several challenges with media this year compared to previous years. There was a lot of restructure in the media with magazines and regional print closing down and some online media and journalists with jobs on freeze and it was harder to get media to respond as quickly to interview requests and more competition to get stories up this year, especially in November with a lot of other projects pushed back into the end of the year, with some media stories falling over. This is reflected in the overall reach.

Although the overall PR reach was down this year due to COVID-19, there was still over 50 media items achieved for the **2020 Australia Reads Campaign** across Australia for TV, print, radio and online with a reach of close to **4.6 million**.

Highlights of the media campaign include **Peter Helliar** on *Ch 10 Studio 10* and on *Ch 10 The Project*, where the panel also reflected on their favourite books as children and held up all four Ambassador books on national TV. There was also an interview with **Vanessa Little of ACT Libraries** on *WIN TV News Canberra*.

Dervla McTiernan and **Will Kostakis** shared their love of reading with a special Australia Reads interview on *ABC Radio Sydney Focus*, **Jacqueline Harvey, Beck Feiner** and **Will Kostakis** shared their love of kid's books with a one-hour special on *Funky Kids Radio* and **Peter Helliar** talked about being an Australian Reads Ambassador and encouraged everyone to pick up a book on *WSFM Sydney Breakfast with Amanda & Jonesy*, *Nova Adelaide* and *Nova Perth* breakfast shows.

Louise Sherwin-Stark, chair, Australia Reads spoke with Reverend Bill Crews on *Sydney radio 2GB Sydney Sunday evenings* which also syndicated to *4BC Brisbane* and explained how Australia Reads is the first truly cross-industry book promotion of the benefits of reading.



The Project desk share the important books which shaped them growing up. What was your favourite book? #AustraliaReads More info: australiareads.org.au



7:20 PM · Nov 2, 2020 · Grabyo



Tune in TODAY 6-7pmAEDT @94.1fm for Reading Matters 2020 @australiareads Special with Reading Hour Ambassadors #authors @JacquelineHarve @willkostakis and #illustrator Beck Feiner! tunein.com/radio/3WBC-941...



Australia Reads 2020 – Media Round Up

ABC Radio Brisbane breakfast did a live cross to Loretta Ryan at the Translink book giveaway at King George Square and interviewed author **Trent Jamieson** who said he has been writing since he was around five years old and adds reading was an important part of his childhood.

Dr Helena Popovic spoke about the benefits of reading on the brain to ABC Radio Gold Coast Drive and **Beck Feiner** and **Anna Fienberg** spoke about the magic of books on ABC Radio Broken Hill which also broadcast to Port Lincoln, Port Pirie, Renmark and Mt Gambier.

There was a full -page article in *The Sydney Daily Telegraph – Smart Daily lift- out*, which syndicated in print and online across the News Corp network in *The Courier Mail*, *Northern Territory News*, *Hobart Mercury*, *Gold Coast Bulletin* and into far north QLD in *Townsville and Cairns*. Including interviews with **Nielsen Book Australia**, **Louise Sherwin-Stark**, **Dervla McTiernan**, **Gemene Heffernan-Smith** and **Dr Helena Popovic**, the article looked at how people have turned to books to escape during Covid.

The West Australian encouraged readers to try a comic or graphic novel to inspire a love of literature, **Dervla McTiernan** shared the books she'll be reading on Australian Reading Hour with Perth audiences on ABC Radio Perth Afternoons and *The Adelaide Advertiser* ran a photo taken at Prospect Library Story Time and a feature on South Australia Reads.

Online, *News Corp Kids News* interviewed **Beck Feiner**, *Booktopia* encouraged everyone to drop everything and read on Australian Reading Hour 2020 and **Brisbane Broncos stars Jordan**

Riki, Ali Briginshaw and Scott Prince put down the football and picked up a book to take part in Australia Reads.



Gillian O'Shaughnessy @GillOshaughnessy · Nov 2

The brilliant crime writer @DervlaMcTiernan on why reading is AWESOME on @abcperth right now. She's the BEST ambassador for @australiareads



Australia Reads 2020 – Media Round Up

Our partnership with *Bookseller + Publisher* amplified our important announcements to the trade and revealed our name change and rebrand to Australia Reads, announced our Australia Reads Ambassadors and support by the Australian Government, through the Office for the Arts, and the Copyright Agency Cultural Fund, reading hour date change from September to 12 November and shared images of our four brilliant kids Ambassador books, all pointing towards our fantastic events! They also reported on The Nielsen data research shared in promotion of the Australia Reads campaign, that book sales were up 5% and Territory Manager **Bianca Whitely** explained how escapism found in fiction has proven to be a popular choice with Australian book buyers.

<https://www.booksandpublishing.com.au/articles/2020/03/18/147782/australian-readinghour-expands-rebrands-as-australia-reads/>

<https://www.booksandpublishing.com.au/articles/2020/05/05/149942/australia-readsreceives-100k-in-federal-funding-announces-reading-hour-date-change/>

<https://www.booksandpublishing.com.au/articles/2020/10/12/157792/australia-readscampaign-to-host-live-youtube-events/>

<https://www.booksandpublishing.com.au/articles/2020/11/05/159066/australia-readscampaign-nielsen-reports-sales-up-almost-5/>

<https://www.booksandpublishing.com.au/articles/2020/11/02/158906/victorian-libraries-tocelebrate-australian-reading-hour-with-dressmaker-exclusive/>

OzLOVEYA interviewed YA Ambassador **Will Kostakis** and promoted the Sydney Opera House virtual events. Our virtual events also made it into *Sun Herald's Best of the Week* guide and Australian Reading Hour into the *Australian Women's Weekly* dates to remember column.



Books+Publishing
CELEBRATING 100 YEARS IN 2021



Australia Reads 2020 – Media Round Up

OVER 50 MEDIA MENTIONS OR INTERVIEWS – TOTAL REACH 4.6m

TV

Interview with Ambassador Peter Helliar Channel 10 The Project, all 4 Kids Ambassador books held up, panel asked what their favourite book was a child, Australia Reads website put up on screen 021120

Mention by Ambassador Peter Helliar during Channel 10 Racing coverage 051120

Interview with Ambassador Peter Helliar Channel 10 Studio, all 4 Kids Ambassador books profiled, benefits of reading, events mentioned and how to get involved 061120

Interview with Vanessa Little, ACT Libraries interviewed on WIN Canberra's 6pm news 121120



RADIO

Interview with Ambassadors Beck Feiner and Anna Fienberg on ABC Radio Broken Hill 281120

Interview with Ambassadors Jacqueline Harvey, Will Kostakis and Beck Feiner one hour dedicated special to Australia Reads on National Funky Kids Radio 021120

Interview with Vanessa Little ACT Libraries on ABC Radio Canberra Afternoons 021120

Interview with Ambassador Anna Fienberg on Vision Australia Focal Point with Peter Greco 021120

Interview with Ambassador Dervla McTiernan on Vision Australia Arts Program with Chris Thompson

Interview with Ambassadors Will Kostakis and Dervla McTiernan on ABC Radio Sydney Focus with Cassie McCullough Australia Reads special 0301120

Interview with Dr Helena Popovic on the benefits of reading and how to get involved in Australia Reads on ABC Radio Gold Coast Drive with Julie Cliff 051120

Interview with Peter Helliar on WSFM Breakfast with Jonesy & Amanda 061120

Interview with Australia Reads Chair Louise Sherwin-Stark on Sydney Radio 2GB /Brisbane 4BC Evenings with Rev Bill Crews 081120

Interview with Ambassador Will Kostakis for OzLOVEYA podcast 091120

Interview with Ambassador Peter Helliar on Nova 91.9 Adelaide Breakfast 091120

Interview with Ambassador Peter Helliar on Hit 92.9 Perth Breakfast 091120

Interview with Ambassador Peter Helliar on Nova 93.7 Perth Breakfast 091120

Interview with author Trent Jamieson with live cross to Loretta Ryan from ABC Radio Brisbane breakfast at King George Square. Books are being given away by Translink as part of Australian Reading Hour organised by Australia Reads 121120



Australia Reads 2020 – Media Round Up

Print

Event mention Australian Women's Weekly magazine 011120

Event mention Northern Valley News 011120

Event mention Mosman Daily 051120

News item Sydney Daily Telegraph 061120

News item The Brisbane Courier Mail 061120

News item Cairns Post 061120

News item Gold Coast Bulletin 061120

News item The Courier Mail 061120

News item Toowoomba Chronicle 071120

News item Townsville Bulletin 071120

News item Hobart Mercury 111120

News item Northern Territory news 091120

Event mention Southern Riverina news 11120

News item The West Australian 101120

News item Adelaide Advertiser 101120

Event mention Sun Herald 081120

News item West Wyalong Advocate 201120



The benefits of reading are an open and shut case for Emma Finos, pictured with her sons Arki and Otto at the Prospect Library. Picture: Tom Huntley

ESCAPE LIFE FOR AN HOUR WITH A GOOD BOOK

ANDREW HOUGH
SOUTH Australians are urged to take a break from their busy lives and escape the coronavirus pandemic for an hour this week by relaxing with a book.
In a series of events, public libraries across the country, including South Australia, will highlight the importance and benefits of reading. Organisers behind the Australia Reads campaign, which is supported by libraries, authors, celebrities, bookshops, schools and publishers across the country, say the "important campaign will help unite the nation to pick up a book."
Also backed by Premier Steven Marshall and the Federal Government, the week for bookworms will include a series of virtual events before a national "Reading Hour" on Thursday.
Experts say books enhance a child's learning - a bedtime story six days a week can put kids almost a year ahead when they start school.
Veronica Matthews, program manager of the Public Library Services, which supports council-operated libraries, said reading was a vital skill to learn.
"Early literacy is so important as it gives children such a head start when they start school," she said.
Mother-of-three Emma Finos, 37, of Prospect, said she loves visiting her council library each week with her eight-year-old daughter, Maya, and sons Arki, 5, and Otto, 22 months.
"They just get so much joy from it as well as the education aspects of it like learning vocabulary and new words," Ms Finos said.
amb@news.com.au



Dates to remember

McHAPPY DAY

For every Big Mac sold on November 14, \$2 goes to Ronald McDonald House Charities to keep families of sick kids together.

BOOK IT IN

On November 12, Aussies are encouraged to stop what they're doing and spend an hour enjoying a good book for Australian Reading Hour.

MO ALL MONTH

November is here - a time to raise money for men's cancers and mental health. Visit november.com

Young artists share their love

IT'S BEEN A productive year for young Aussie artists, with over 1800 entries in the Art Gallery of NSW Young Archie competition for five to 18-year-olds. Many are portraits of loved ones. "I am always moved and astounded by the depth of emotion, imagination and skill demonstrated by these budding artists," said this year's Sulman Prize winner, Marikit Santiago, who was a judge. Young Archie winners and finalists are on display at the gallery until January 10, 2021; honourable mentions are hanging in the S.H. Ervin Gallery



Online mentions

News Corp Kids News story – Interview with illustrator Ambassador Beck Feiner

<https://www.kidsnews.com.au/book-club/kids-urged-to-open-a-favourite-book-for-australian-reading-hour/news-story/ba9d887bb57539494eca905f91010367>

Sydney Daily Telegraph – Interviews with Ambassador Dervla McTiernan, Nielsen Book Scan

<https://www.dailytelegraph.com.au/lifestyle/smart/how-reading-habits-have-changed-during-lockdown/news-story/664e2f5a11975d68b9f68db13aea25dc>

NT News

<http://ntnews.newspaperdirect.com/epaper/viewer.aspx>

Why reading lifts us up

PATRICK TADROS

THE joy of curling up with a good read has been a mood-booster for many Australians isolating at home.
And online book sales have skyrocketed following the closure of independent bookstores and local libraries hit by shelter-in-place orders. Australian book market sales are already more than \$835m, up 5 per cent to the same time last year, according to Nielsen Bookscan Australia research.
Fiction sales, including graphic novels, science fiction, fantasy and historical and mythological genres, have risen significantly as people escape into the worlds of The Witcher, House of Earth and Blood, Dune and Demon Slayer.
Adult non-fiction is also up by \$8.5m, with Mind, Body & Spirit, The Resilience Project and The Body Keeps the Score the top favourites among buyers.
When schools closed during the pandemic, sales of preschool and

imaginations," she says.
"A bedtime story six days a week can put kids almost a year ahead when they start school, and having books in the home is a better indicator of a child's success in later life than their socio-economic background."
Australian authors were reeling from lost income resulting from cancelled book tours and workshops.
Some turned to virtual events and remote learning while others focused on their next bestseller. "I've been writing like crazy for the past few months, trying to shape my next book into the book I want it to be," says crime novelist and The Ruin author, Dervla McTiernan. As restrictions begin to ease, she recommends visiting your local bookshop or library.
"Choose something you just know is going to be a rollicking read and then give yourself the gift of time to enjoy it," McTiernan says. Dr Helena Popovic, best-selling author and leading authority on neuroplasticity and

- Functional MRI scans demonstrate that when we read about a character's experiences, the same regions of our brain are activated as if we were in the situation ourselves. This enhances our capacity to empathise with others in real life.
- Reading different styles of literature for different purposes (for example, relaxation versus critical analysis) activates different regions of the brain. Both types of reading are advantageous.
- Reading for pleasure helps us unwind, reduce stress and deal with uncertainty. In addition to switching off unproductive rumination...



Australia Reads 2020 – Media Round Up

Online mentions continued

<https://www.weekendnotes.com/australia-reads-australian-reading-hour/>

<https://www.booktopia.com.au/blog/2020/11/12/drop-everything-and-read-australianreading-hour-2020-is-here/>

<https://playandgo.com.au/australia-reads-australian-reading-hour-1-12-nov-2020/>

<https://www.miragenews.com/victoria-reads-dressmaker-s-secret-with-author-rosalie-ham/>

<https://www.slq.qld.gov.au/whats-on/australian-reading-hour>

<https://www.orange.nsw.gov.au/gallery/event/australian-reading-hour/>

<https://southperth.wa.gov.au/community/libraries/whats-on/eventsdetail/2020/11/12/default-calendar/reading-hour-storytime-and-craft>

<https://glasshouse.qld.edu.au/the-reading-hour/>

<https://www.broncos.com.au/news/2020/11/10/broncos-reading-stories-for-australia-reads/>

<https://thepyjamafoundation.com/celebrating-australian-books-with-australia-reads/>

<https://pageturnerscwl.com.au/2020/11/06/join-in-the-reading-hour/>

<https://www.writingwa.org/event/australian-reading-hour-ah-bracks-library-melville/>

<https://education.nsw.gov.au/news/latest-news/reading-no-challenge-for-leila>

<https://www.bdtimes.com.au/news/busselton-dunsborough-times/a-night-at-the->

[libraryngb881708221z?utm_source=csp&utm_medium=portal&utm_campaign=Isentia&token=Fv8](https://www.bdtimes.com.au/news/busselton-dunsborough-times/a-night-at-the-libraryngb881708221z?utm_source=csp&utm_medium=portal&utm_campaign=Isentia&token=Fv8)

[BbAlbhEkiXWwF4%2FChxja0Xn4bZYI7Sfz4wYd2Hgz9RdRE0vR4s8c36O0Ets46B%2FJYVcZBhxSX](https://www.bdtimes.com.au/news/busselton-dunsborough-times/a-night-at-the-libraryngb881708221z?utm_source=csp&utm_medium=portal&utm_campaign=Isentia&token=Fv8)

[BXuEYhpAOA%3D%3D](https://www.bdtimes.com.au/news/busselton-dunsborough-times/a-night-at-the-libraryngb881708221z?utm_source=csp&utm_medium=portal&utm_campaign=Isentia&token=Fv8)

<https://www.nationaltribune.com.au/kalkee-road-children-s-hub-celebrates-australianreading-hour/>



Australia Reads 2020 – Digital Campaign

Our digital campaign evolved throughout the year, as Australia adjusted to the new normal.

During lockdown we focused on **#AustraliaReadsAtHome**, and with the help of authors and booksellers we shared book recommendations and readings to entertain and educate. This hashtag received over 1.5 million impressions.

We continued to work with libraries, bookstagrammers, authors and booksellers throughout the year to create a diverse mix of content for our social channels as we switched back to #AustraliaReads once lockdown restrictions were eased.

From **1-12 November** the campaign resulted in:

Twitter #AustraliaReads: 2.6 million reach, 9.8 million impressions

Instagram #AustraliaReads: 1 million reach, 1.9 million impressions

Facebook: 1.1 million reach, 1.5 million impressions

A lot of this activity happened on the **12 November**, as Australian Reading Hour was celebrated:

Twitter: The #AustraliaReads hashtag was tweeted 474 times, which led to a reach of 877,917 people with over 2.4m impressions.

Instagram - The #AustraliaReads hashtag reached 745k people with almost 800k impressions

Facebook - We reached over 200k people, with over 250k impressions and 71k engagements.

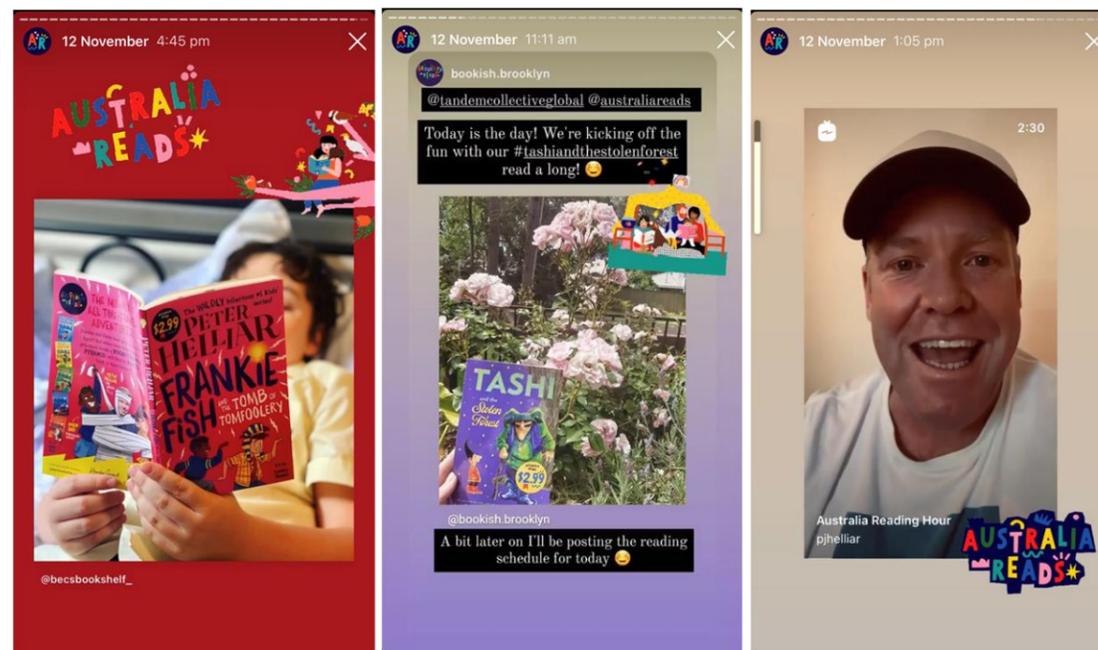


Australia Reads 2020 – Instagram Creative

We created a **custom filter** to raise brand awareness and engagement on Instagram.

The filter gave book recommendations based on books shortlisted for the Australian Book Industry Awards.

There were over 13,500 impressions and 2,300 recommendations shared with readers.



Animations of Beck Feiner's beautiful illustrations were adapted into **stickers** that could be used in Instagram Stories.

These stickers were viewed 24,700 times



Australia Reads 2020 – Instagram Campaign

Paid Instagram Influencer Campaign – TANDEM COLLECTIVE



Total Feed Posts: 43

Total Engagement: 11969

- Engagement Rate: 18.14% (Instagram Avg. is 4.7%) Stories: 303
- Avg. Story Views: 1568 Total Story Views: 22545 Anecdotal: 31 (Anecdotal is the number of people who contacted the participants to say they were buying/considering buying the books off of the back of the campaign)



[@bookish.brooklyn](#) [@devoured_pages](#) [@booknerd_au](#) [@peachesandcreampages](#)
[@what_jess_read](#) [@whimsical_pages_of_miss_jo](#) [@lola.and.puki](#) [@sarahsbookchat](#)
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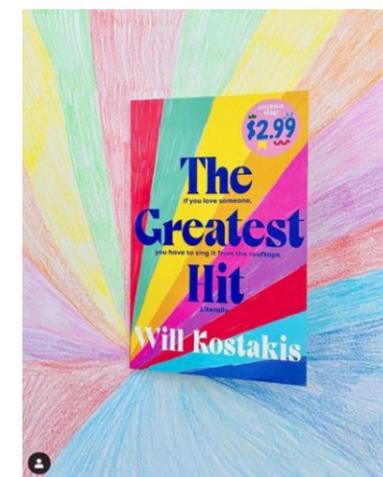
“Your team did a great job. They were visible all over booksta!” - [@the_enchantedlibrary](#)

“We loved being part of this so much! So fun to read-along with fellow book lovers” - [@bookishbron](#)

“I had a great chat with my daughter about Ancient Egypt! It was nice to be able to give her a little history lesson because she was interested!” - [@amumreads](#) on Frankie Fish

“I love this readalong concept. The cards are so fun” - [@meet_me_at_the_library](#)

“Amelia had a great time acting out spy skills” - [@bookishbron](#)



Australia Reads 2020 – Print Campaign

Sydney Morning Herald and Age print advert in The Spectrum

Readership 538,000

The Sydney Morning Herald

THE AGE
INDEPENDENT. ALWAYS.

Clockwise from far left: Mirandi Riwoe; Meg Mundell; Helen Garner; Hilary Mantel; Richard Flanagan; Rebecca Solnit.

the minutiae of work and office life. Both *Jillian* and *The Factory* do this brilliantly. Kiley Reid's latest novel, *Such a Fun Age* (Bloomsbury) was longlisted for the Booker Prize.

Robbie Arnott
I hope Australians catch wind of *Pea* (Granta) by Catherine Lacey and its sparse, beautiful contemplations on community and identity. *The Living Sea of Waking Dreams* (Knopf) by Richard Flanagan is one of his finest: a heady swirl of rage, sorrow and hope.

Fathoms (Scribe) by Rebecca Giggs was glorious and astounding. I spent years waiting for *Piranet* (Bloomsbury) by Susanna Clarke – it was worth it. I also enjoyed the wonderfully watery *The Octopus & I* by Erin Hortle (Allen & Unwin), and the richly drawn *Some Sky Gold Mountain* (UQP) by Mirandi Riwoe. Finally, I adored Laura Jean McKay's *The Animals In That Country* (Scribe). It contains a scene involving whales that I still think about most days. Robbie Arnott's second novel, *The Rain Heron*, is published by Text.

Sofie Laguna
Samantha Irby's collection of essays, *Wow, No Thank You* (Faber), felt like a guilty pleasure. Because I laughed so much. But I didn't need to feel guilty; there is a powerful undercurrent to Irby's work, that speaks of generational poverty, of being black in a racist America, of being unwell, and struggling to find love. These essays are self-deprecating, honest and hilarious. Irby helped me better accept my own humanity. I was drawn to the danger and the sadness in the title. *Memorial Drive* (Bloomsbury) by Pulitzer Prize-winning poet Natasha Trethewey. In 1985, when Trethewey was 19, her mother was murdered by her former partner in the driveway of their home. Written with such elegance, such care and intimacy, this memoir moved me deeply. It also filled me with outrage in the face of institutional indifference. What has changed? How many times and how many lives? And more importantly how many black lives? Sofie Laguna's most recent novel is *Infinite Splendours* (Allen & Unwin).

Alex Miller
The greatness of Isabel Wilkerson's *Caste: The Lies That Divide Us* (Allen Lane) and *Deep Time Dreaming: Uncovering Ancient Australia* (Black Inc.) by Billy Griffiths lies in their unmaking of the inherent racist evils of hierarchical thinking about humanity. Griffiths undermines and collapses the assumption that has informed works of history for generations when he challenges the claim that "progress" – articulated as the move from foragers to farmers – represents a step up from a lower rung on the "ladder climbing upwards towards the ultimate destination of agriculture and industry", and reminds us, "that there is no inherent value to a farming or a foraging way of life". Griffiths' argument lays bare the "colonial assumptions about evolutionary hierarchies" and claims respect for our common humanity as the basis of civilised thinking. Alex Miller's most recent book is *Max* (Allen & Unwin).

James Bradley
Many of the most exciting books I read this year grappled with the environmental crisis and its origins and manifestations. Jenny O'Neil's delightfully witty *Weather* (Granta) perfectly captures the textures of a normality increasingly shadowed by catastrophe. Meanwhile in *Postcolonial Love Poem* (Faber) Mojave poet Natalie Diaz exposes the degree to which that normality is and always was a fantasy, making manifest the connections between continuing colonial violence and the desecration of bodies and the land. Questions of colonialism and deep time also animate Chris Flynn's slyly hilarious *Mammoth* (UQP). But perhaps the most unforgettable book I read this year was Kim Stanley Robinson's astonishing *The Ministry for the Future* (Orbit). At once speculative future history, a cry of despair and a manifesto for surviving the next 50 years, it is terrifying, wrenching and – almost unexpectedly – oddly hopeful. James Bradley's recent novel is *Ghost Species* (Hamish Hamilton).

Lucy Treloar
I was transfixed by *Minor Detail* (Text) by Palestinian writer Adania Shibli. This gripping narrative revolves around a brutal crime committed in the aftermath of the war of 1948, investigated years later by a woman haunted by the story. Emma Viskic continues her wonderful Caleb Zelic series with *Darkness for Light* (Bonnier Echo), in which Caleb investigates a murdered client and a kidnapped child in another propulsive and thrilling work.

Anything written by Josephine Rowe is a great pleasure to read. The most recent of the Writers on Writers series, *On Beverley Farmer* (Black Inc.), is a gorgeously written and acute work that recognises and celebrates Farmer's contribution to Australian writing. I loved it. And in *Ghost Species* (Hamish Hamilton) James Bradley explores the ethics of species resurrection and the bonds of family love in a time of accelerating climate crisis. Fascinating, thought provoking and moving. Lucy Treloar's most recent novel is *Wolfe Island* (Picador).

Robert Manne
In his perfectly poised, autumnal masterpiece, *Max* (Allen & Unwin), Alex Miller tells us the story of the search in Europe and Israel for an understanding of the mysterious silences of his dearest friend and mentor, Max Blatt, concerning the loss of his family in the Holocaust and his work in the anti-Nazi underground. The unexpectedly gripping tale is told with Miller's charm, whimsical humour and, above all, great warmth of heart.

Lowtja O'Donoghue is one of the most esteemed members of the stolen generations and most successful Indigenous leaders. On a foundation of meticulous but unostentatious research, in *Louitja* (Allen & Unwin), Stuart Rintoul traces her fascinating life story with a quiet and unsentimental compassion.

Robert Manne's most recent book is *On Borrowed Time* (Black Inc.).

Kiley Reid
My favourite book this year was *Leave the World Behind* (Bloomsbury) by Rumaan Alam. I was so impressed by the way it builds suspense; it's a novel that gives you just enough information, but refrains from playing games with a reader. Another I enjoyed, again, was *Jillian* (Hachette) by Halle Butler. *Jillian* was re-released this year, it's so biting and funny, and it's such a lovely thing to reread something and feel just as strongly for it the second time around. And lastly, I enjoyed *The Factory* (New Directions) by Hiroko Oyamada. I'm quite obsessed with novels that can depict

CONTINUED PAGE 14

DID YOU KNOW... a bedtime story six days a week can put kids almost a year ahead?

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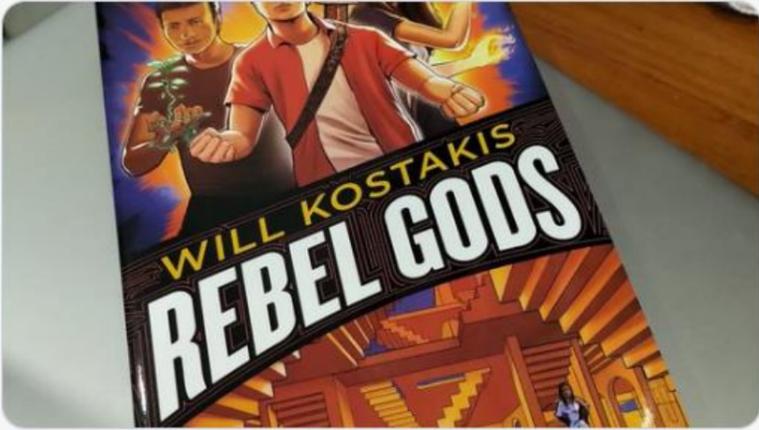


Australia Reads 2020 – Publisher Support



Australia Reads 2020 – Author Support

Oliver Phommavanh @oliverwinfree · Nov 12
 Happy Australian Reading Hour! I'll be spending mine reading my most anticipated sequel of the year, Rebel Gods! @australiareads @willkostakis @HachetteAus @LoveOzYA
 #AustraliaReads #AustralianReadingHour #LoveOzYA #YAbooks #aussiebooks



4 retweets, 22 likes

#LoveOzYA @LoveOzYA · Nov 9
 Just under 30 minutes to go! We'll be live-tweeting along with the event as we hear from some excellent authors! #AustraliaReads

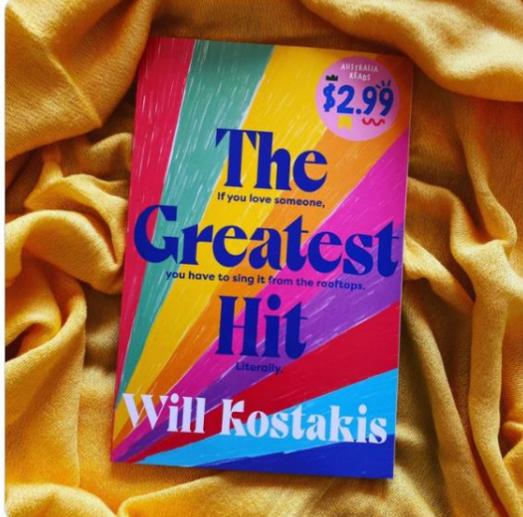
#LoveOzYA @LoveOzYA · Oct 28
 We are SO excited to celebrate #LoveOzYA as part of the @AustraliaReads event from 1-12 Nov!

A special Teens livestream featuring some excellent YA authors will be held on Monday, 9 November at 12.30pm AEDT. Bookings are open now! bit.ly/2HBxSCS #AustraliaReads



2 retweets, 4 likes

Danielle Binks @danielle_binks
 Okay - my personal #AustralianReadingHour begins *now* with @willkostakis' bestselling and limited-edition #TheGreatestHit, created for @australiareads! 🥰🥰🥰 #AustraliaReads #LoveOzYA



Price: \$2.99

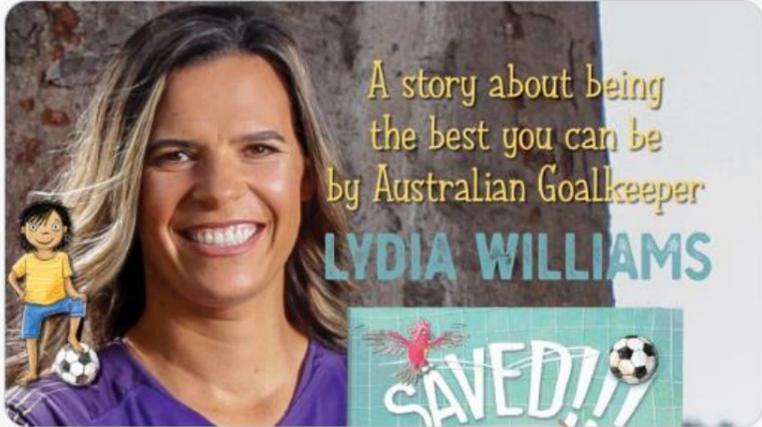
Australia Reads @australiareads · Sep 23
 "...my absolute fave place to read is my bed - once I climb in there and pick up my book, I know I can finally relax and escape for a while." - @RachaelJohns

Who can relate?

#AustraliaReads



Lydia Williams @lydsaussie · Aug 27
 One of the books I enjoy reading is actually Saved!!! I think it's a great book for children to enjoy as it shows the joy of sport, perseverance & self belief. Plus the animals are pretty cute too! I love that it's inspiring kids and adults alike @australiareads #AustraliaReads



Lucinda Gifford and 3 others

Jimmy Barnes @JimmyBarnes
 Celebrate Australian Reading Hour with us tomorrow from 12:30pm AEDT for a live event on Youtube. The Australia Reads Main Event will featuring myself, @JudyNunn_atHome, @Peter_Fitz, @pjhelliar, and more. Tune in + set your reminder here:



Australia Reads 2020 Virtual Event
 Join us to celebrate the joy of reading! Featuring some of Australia's most incredible authors, Judy Nunn, Peter ...
 youtube.com

Australia Reads @australiareads · Sep 28
 'I love to read anywhere. I'm often joined by my cat, who also enjoys getting lost in a good book.' - Tricia Stringer

#AustraliaReads #BooksAreEssential




Australia Reads 2020 – Bookseller Support



🇺🇸🇦🇺 Liked by **samstillreading** and others

readingsbooks Reading reduces stress, boosts brain activity, builds empathy, and improves lives. We invite everyone to celebrate the [#AustraliaReads](#) initiative today by taking just an hour out of your day to lose yourself within the covers of a good book. Our Readings Prize-winning collection of short stories, *Smart Ovens for Lonely People*, is a good place to start, or you can find a selection of one-sit reads via the link in our profile

[#australiareadsathome](#) [#readingsbooks](#) [#read](#)

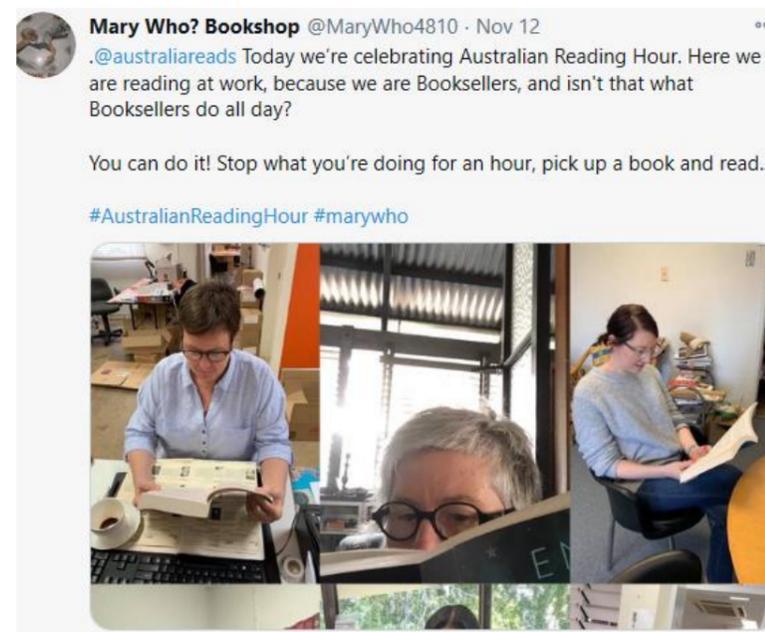


🇺🇸🇦🇺 Liked by **dymocksbelconnen** and others

dymocksadelaide Happy Australian Reading Hour!

[#australiareads](#) [#readinghour](#)
[#booksareessential](#)

arinspoonairl Happy reading! 📖❤️



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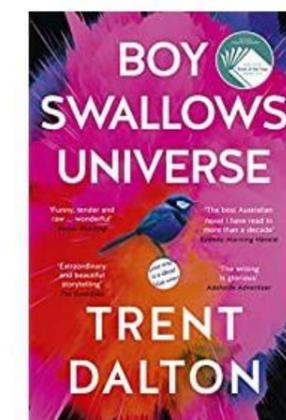
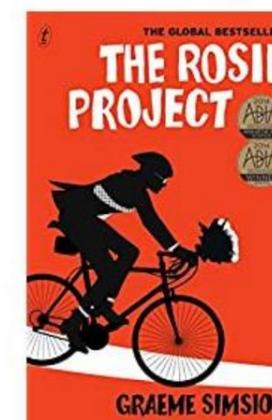
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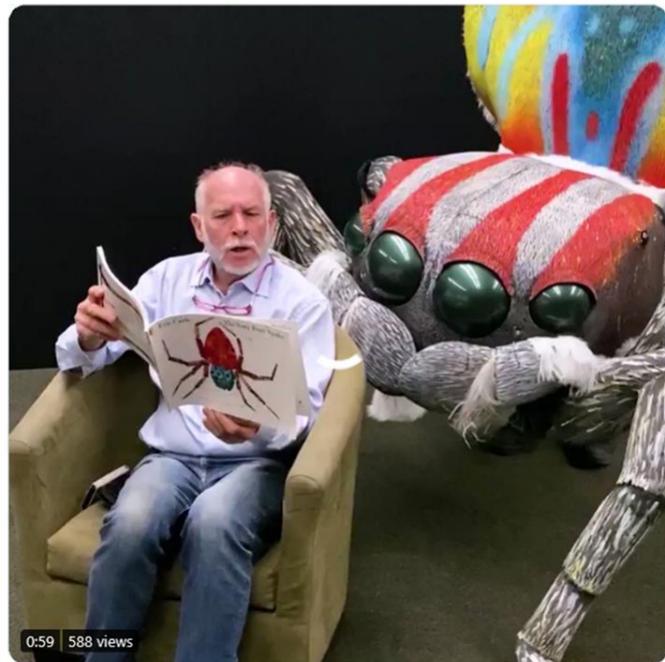
Australia Reads 2020 – Wider Support

Queensland Museum @qldmuseum

Dr Robert Raven and Webster are back reading "A Very Busy Spider" by Eric Carle for @AustraliaReads #ReadingHour!

Grab a book and read for one hour today. What will you be reading?

#AustraliaReads #qldmuseum #QMNetwork

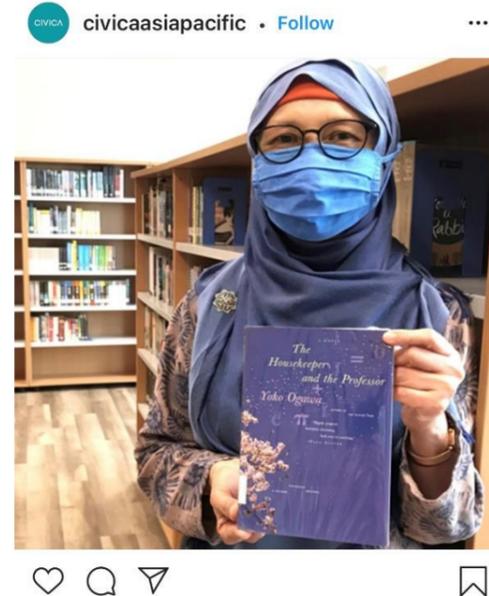


Story Factory @SydStoryFactory · Nov 12
Today is the day for @australiareads #ReadingHour and we can't wait to curl up with a good book today - one of life's great pleasures. Take the time to read today or even better, share the love of reading with someone else!

The Stella Prize @TheStellaPrize · Nov 12
There's no such thing as time when you find the right book!
#AustraliaReads #ReadingHour twitter.com/australiareads...



Museum of Tropical Queensland @MTQ_Townsville · Nov 1
Today kick starts #AustraliaReadsAtHome celebrating that no matter where you are you can still enjoy and relax with a good book.
Check out some of our top picks for the kids online on the @qldmuseum Shop: bit.ly/3mB8Gvz
@australiareads #QMNetwork #AustraliaReads



Liked by **knittinghaze** and others
civicaasiapacific "I would like to recommend this Japanese translated book, which I have just finished reading, titled *The Housekeeper and the Professor* by Yoko Ogawa. It's so touching yet not disappointing...a different kind of love story...loves that last yet not possess," - Hasimah Ahmad, Singapore.
#AustraliaReadsAtHome #AustraliaReads



Australia Reads 2020 – Campaign Stats

Activity	2017	2018	2019	2020	Comment / Partners
Ambassador Events	2	3	10 + 118 (schools)	4 (71,000 views)	3 virtual events, 1 regional live event
Formal Author Events	21	37	55	-	None due to COVID
Total Registered Events	-	106	240	40	Due to COVID
Print Poster Distributed	600	791	430	300	
Dumpbins Distributed	-	-	-	75	
Bookmarks Distributed	-	-	-	2000	Translink
Books Give Away	-	-	4000	2000	Translink, reduced due to COVID
Ambassador Books Sold	-	-	23,000	10,000	November more challenging
PR Reach	-	7 million	11 million	4.6 million	Reduced AU media, November
ASR value of PR campaign				\$925,590	
AR Advertising Reach	-	1.6 million	2 million	2.4 million	AR Facebook, Twitter all year & Tandem Collective on Instagram
Partner Advertising Reach	145,000	447,286	10.8 million	10.2 million	Translink, Stockland
AR Social Media Followers	11,300	19,800	24,700	31,034	
AR/Influencers/Partner Social Media Reach	-	650,000	5.3 million	4.7 million	AR all year, Booktopia, Dymocks, Translink, Stockland, NSW Ed
Partner/Influence Social Media Followers	-	661,864	3.4 million	1.4 million	ALIA, Translink, Stockland, NSW Ed, Qld Ed, PETAA, SCIS, AIS NSW, Chief Scientist
AR Website Reach	-	14,000	28,000	23,952	Challenge was retired in 2019
Partners Website Reach				50,500	Translink, Kindle
ARH Database	2,500	3,330	6,238	6,081	Fewer EDMs this year
Partner Database	630,00	482,368	7.8 million	5.4 million	Booktopia, Dymocks, PETAA, (Kindle unknown)



Australia Reads 2021 – Looking Ahead

With COVID-19, Australia Reads faced many challenges which resulted innovation and adaptation.

In 2021, we will focus on the following:

- Seeking a trade mark for the Australian Reads **brand**.
- An **always on social media campaign** with a content strategy plan in place to support all major book industry and reading events and to promote the benefits of reading.
- An **always on comms campaign** to promote the benefits of reading through the media, capitalising on any new research findings.
- A bigger than ever Australian Reading Hour event, moving back from November to **September** to allow for more focus on the campaign from schools, libraries, booksellers and the media.
- On the lifting of social distancing restrictions many **more authors events** in schools, libraries and bookshops, in support of the main ambassador events, as well as key virtual events like those in partnership with the Sydney Opera House.
- A focus on **partnerships**, not just for the Australian Reads Hour, but for all year campaigns to promote the benefits of reading. For example launching monthly book clubs with a major shopping centre chain or aged care provider.

