

# Australian Reading Hour

Why the Australian Reading Hour?

# Australian Reading Hour

This first cross-industry reading 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 and the Copyright Agency Limited.

Thursday 14<sup>th</sup> September, 2017



Australian Library and Information Association



Australian Literary Agents' Association



# Australian Reading Hour

The contribution of ALIA and libraries around Australia allowed for the campaign to be extended nationally with a presence in retail, bookshops, and other reading organisations. We are incredibly grateful for their contribution.

# Australian Reading Hour



# Why Australian?

The industry is working together to focus on Australian books and authors in particular.

# Why Reading?

There are so many benefits to reading, including:

- Children who know adults who read for pleasure take it for granted that reading is **valuable**.
- Reading is closely linked to increasing our **understanding** of our own identities.
- When tested for **empathy**, readers of narrative fiction achieved significantly higher scores than other groups.
- Reading a gripping novel causes positive **biological changes** in the brain that can last for days.
- The more leisure books people read, the more **literate** they become and the more **prosperous** and **equitable** the society they inhabit.
- Reading **reduces stress by 68%**, relieving stress more quickly than listening to music, going for a walk or having a cup of tea.

# Why an hour?

Libraries found readers engaged readily with setting aside a very achievable hour for reading on the nominated day.

# Australian Reading Hour

Website, Facebook and Twitter

# Australian Reading Hour

Website, Facebook and Twitter

Australian Reading Hour

Home

About

Register now

Resources

Sponsors

Facebook

## Make a date with a book.

Thursday September 14 2017

Pick up a book and read for just one hour on your own or with your children.

### Reader Registration

Show your support by signing up.

Register

# Australian Reading Hour

Website, Facebook and Twitter



Love2read  
@love2readAU

- Home
- About
- Photos
- Events
- Videos
- Posts
- Community

Create a Page



Featured Video (7)



7000 followers



Tweets 7,186 Following 1,229 Followers 4,957 Likes 846 Lists 1 Following

Love2Read

@love2readAU · Follows you

The Australian Reading Hour, it's about Australia becoming a nation of readers. #brbReading #australianreadinghour facebook.com/love2readAU

📍 Australia

🌐 love2read.org.au

📅 Joined May 2010

Tweet to

Message

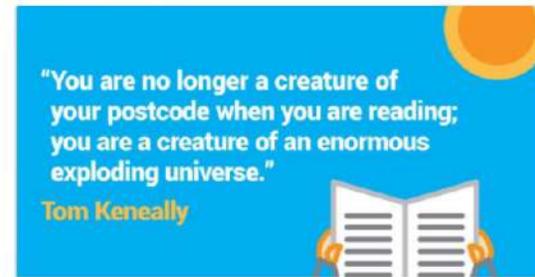
217 Followers you know



Tweets Tweets & replies Media

📌 Pinned Tweet

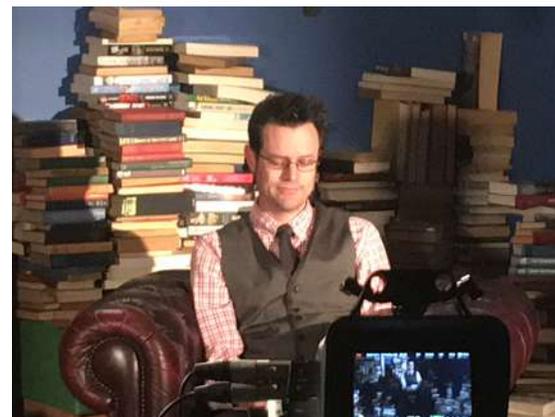
Love2Read @love2readAU · Sep 14  
From the horse's mouth...#brbreading #AustralianReadingHour #ReadingHour #tomkeneally



6 replies 15 likes

# Australian Reading Hour

## Digital Content and Advertising Campaign The World Needs More Readers



# Australian Reading Hour

Key Partnerships – Libraries

# Australian Reading Hour

## Libraries



Australian Library and Information Association

Organised through ALIA and the newsletter sign ups, over six hundred libraries across Australia, both rural and metro, signed up to participate in the Australian Reading Hour, with more participating on social media and on-site. Libraries across Australia promoted the Reading Hour across social media, with many more hosting author events.



Gold Coast Libraries

13 September

Don't forget to join us (and thousands of others around Australia) tomorrow night for Australian Reading Hour!

For one hour on Thursday 14 September 6-7pm stop what you're doing and pick up a book with City Libraries! Join us at one of six libraries for a special read-in and read together!

Robina and Nerang libraries will be opening their 'date with a book restaurant' for one night only giving you the chance to spend time with a great read and enjoy nibbles/desserts afterward... See more



### Pick up a book with City Libraries!

Join us at Broadbeach, Elanora, Nerang, Robina, Runaway Bay and Southport libraries on Thursday 14 September, 6-7pm.

**Australian Reading Hour**

Like Comment Share

# Australian Reading Hour

## Libraries

We reached 12 000 people from various libraries in across Australia in four eDMs sent out in the lead up to the Reading Hour.

The Australian Reading Hour 2017: It Begins!

No Images? [Click here](#)



Welcome to the Australian Reading Hour 2017!

September 14th is not far away, and it's time to start encouraging both adults and children to stop what they're doing for an hour and read.

The Australian Reading Hour 2017: It Begins!

No Images? [Click here](#)



The Australian Reading Hour is next week!

Six days left! The Australian Reading Hour is next Thursday 14th September. It's time to get excited about all the wonderful events coming up over the next week.

[What can you do?](#)

# Australian Reading Hour

## Libraries – events on Love2Read (highlights)

We had twenty three library events organised through the Love2Read Facebook page, with many more organised independently.

**AUSTRALIAN READING HOUR**  
**MAKE A DATE WITH A BOOK**  
**14.09.2017**  
#brbReading

**SEPT 14** Preschool Storytime with Claire Saxby at Brunswick Library  
Public · Hosted by Love2read

★ Interested ✓ Going

🕒 14 September at 10:30–11:30  
about 2 months ago

📍 Brunswick Library  
233 Sydney Road, Brunswick, Victoria 3055 [Show map](#)

[About](#) [Discussion](#)

**AUSTRALIAN READING HOUR**  
**MAKE A DATE WITH A BOOK**  
**14.09.2017**  
#brbReading

**SEPT 13** Leigh Hobbs at Parkes Library  
Public · Hosted by Love2read

★ Interested ✓ Going

🕒 13 September - 14 September  
13 September at 10:30 to 14 September at 9:30

📍 2 Cecile St, Parkes NSW 2870, Australia [Show map](#)

[About](#) [Discussion](#)

# Australian Reading Hour

## Libraries – events (highlights)



Mornington Peninsula Library Service (Our Library)  
Like This Page · 14 September ·

Like Comment Share

18 Chronological

Kaye Kelly He was great x  
Like · Reply · 1 · 14 September at 21:57

Write a comment...

Suggested Groups See All

Animals in Predicaments Posting  
2 friends · 29,389 members + Join

Kingston LINC  
Like This Page · 15 September · Edited ·

We had the bestest time at last night's Reading Hour! Stories, songs, pizza and sharks were in abundance!

Thank you to all our young clients and their families who made it such a fun time for everyone!

#brbreeding #ReadingHour #26TEN

Like Comment Share

14 Top comments

Donna Duncan Ryan, you would make a good Woggle  
Like · Reply · 1 · 16 September at 08:55

Janet Thorp A great evening and a fantastic performance by everyone. Well done!  
Like · Reply · 15 September at 19:17

Serge Rivest

Like · Reply · 16 September at 02:57

Serge Rivest

Write a comment...

# Australian Reading Hour

## Libraries – events (highlights)



**Broken Hill City Library** was live.

14 September · 🌐

We're live with story time for Australian Reading Hour! #brbreading



261 Views

👍 Like    💬 Comment    ➦ Share



**Gold Coast Libraries** added 26 new photos — at 📍 Robina Library

14 September · Gold Coast, QLD · 🌐

Right now we are celebrating The Australian Reading Hour with events at six libraries. Robina Library is hosting a date with a book restaurant with reading, bookish talk and dessert with our hosts Alex and Andrew! #brbReading #AustralianReadingHour



👍 Like    💬 Comment    ➦ Share

# Australian Reading Hour

## Libraries – events (highlights)



**Onkaparinga Libraries**  
Like This Page · 14 September ·

Geek girl, Bear, Bowie, Jagger and Pig the Pug joining in the Australian Reading Hour at Airds library. #brbReading #love2readAU — in @Airds Beach.

Like Comment Share

22

1 share

Write a comment...

Suggested Groups See All



Animals in Predicaments Posting  
2 friends · 28,368 members

**Glenelg Libraries**  
14 September ·

Happy Reading Hour! Tell us what you're reading.

Reading doesn't only improve the mind. It also improves lives and makes better societies by increasing happiness, reducing stress and improving health.

<http://bit.ly/ARHLibraries>  
#brbreading



953 Views

Like Comment Share

# Australian Reading Hour

## Libraries – events (highlights)



**Councillor Lachlan Brennan**  
Like This Page · 14 September · 🌐

Nice to see a great turn out for the Australian Reading Hour held at the Goondiwindi Library. Thank you to the staff and volunteer readers that helped make this a great event. #brbReading #goondiwindi #borderriversregion Goondiwindi and District Family Day Care — at 📍 Goondiwindi Regional Civic Center.

👍 Like    💬 Comment    ➦ Share

👍 31    ⌵ Top comments

3 shares    3 comments

**Molly Bell Caaa-uute!!**  
Like · Reply · 14 September at 15:27

**Donna de Brenni Omg**  
Like · Reply · 14 September at 17:56

**Clare Wilkes Mildren** 🙄🙄🙄🙄🙄🙄🙄  
Like · Reply · 15 September at 11:49

Write a comment... 🗨️ 📷 📺 🗣️

# Australian Reading Hour

## Libraries – events (highlights)



 **campbelltowncitylibrar**  
Ingleburn Library [Follow](#)

campbelltowncitylibrar It's always fun to have a special PJ night at the library!  
#australianreadinghour #library #libraries #storytime #librariesofinstagram #ingleburnlibrary  
mumsmum 📖 🧸 🍷



63 likes

SEPTEMBER 14

[Log in to like or comment.](#)



 **gympieregionallibrarie** [Follow](#)

gympieregionallibrarie We had so much fun at Gympie Central this morning when we celebrated the Australian Reading Hour and the launch of Mums and Munchkins. We had a fun First 5 Forever story time session and a delicious morning tea. #Love2read #lovegympie #lovegympieregion #librariesofinstagram #qldlibraries #gympiecentral #first5forever #slq #statelibraryofqueensland #australianreadinghour #storytime



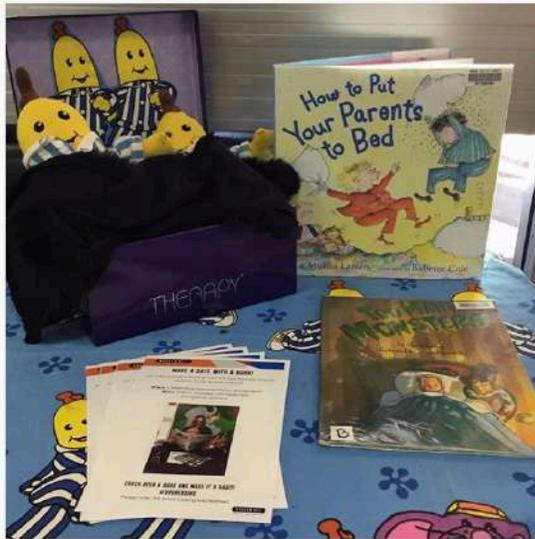
20 likes

SEPTEMBER 14

[Log in to like or comment.](#)

# Australian Reading Hour

## Libraries – events (highlights)



brokenhill\_library [Follow](#)

brokenhill\_library You don't have to miss our story time if you can't visit us for Australian Reading Hour on Thursday, 14th September at 5.30pm, as we'll be live streaming the readings of the books "How to put your parents to bed" by Mylisa Larsen and "Too many monsters" by Eve Bunting on our Facebook page. <http://bit.ly/2w4jcFW>

#readinghour #australianreadinghour #nswpubliclibraries #libraryprogram #storytime #bhlibrary #brbreeding



13 likes

SEPTEMBER 12

[Log in to like or comment.](#)



liverpoolcitylibrary [Follow](#)

liverpoolcitylibrary Ted and friends are excited for the Australian Reading Hour tomorrow at Carnes Hill Library, 6pm #lovetoread #australianreadinghour #books #reading #literacy #storytime #librariesofinstagram #nswpubliclibraries #brbreeding

acaibrothers\_liverpool 🍌🍌 fantastic 🍌🍌



wence19 Great pic!



27 likes

SEPTEMBER 13

[Log in to like or comment.](#)

# Australian Reading Hour

## Libraries – events (highlights)



 **liverpoolcitylibrary** [Follow](#)

**liverpoolcitylibrary** At the library we love to read and dress up. Join the fun at the Reading Hour, Thursday 14 Sept, 6pm, Carnes Hill Library

#brreading #lovetoread #library #books #dressup #australianreadinghour #readinghour #nighttime #storytime #carneshilllibrary #thegreatsouthw #librariesofinstagram #nswpubliclibraries



30 likes

AUGUST 31

[Log In to like or comment.](#)



**scbwiact** Canberra, Australian... [Follow](#)

**scbwiact** SCBWI ACT, Libraries ACT & Harry Hartog are thrilled to present a FREE reading hour, tomorrow, 10:30–12:30 at Woden Library. Bring your littles & come along to hear 8 local writers read their favourite stories! #scbwiact #scbwi #scbwiausnz #librariesact #australianreadinghour #harryhartog [igiftfruitampers](#) 🍏🍏🍏

**misch** Thank you for putting on this event! We had such a lovely time :)

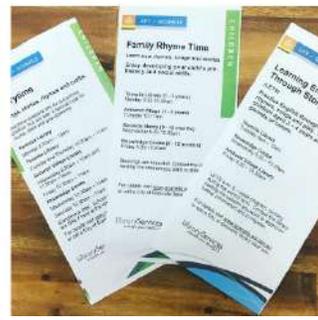
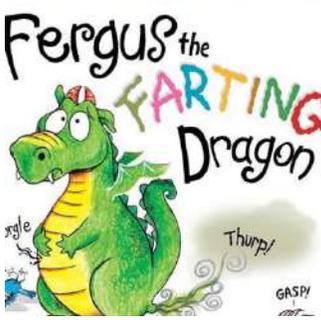
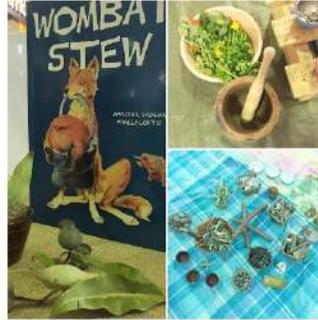
16 likes

SEPTEMBER 1

[Log in to like or comment.](#)

# Australian Reading Hour

Vicinity



# Australian Reading Hour

## Vicinity



They even collaborated with the Gympie Library for a reading event.

# Australian Reading Hour

Vicinity



maddingtoncentral



Liked by galleriap Perth, dfarmer\_aom and 5 others

**maddingtoncentral** Head to Kmart now for a reading of local author Siobhan Timmons book Feral Fergus! #brbreeding #australianreadinghour

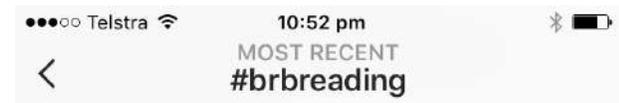


**milduracentral** Mildura Central > Follow



20 likes

**milduracentral** Come and join us for #AusReadingHour tomorrow in our Book Swap! Our free Storytelling session with Mallee Family Care starts at 10.30am. And for the adults - our Book Swap is fully



**dbinks** Follow

**liverpoolcitylibrary** Follow



19 likes

**liverpoolcitylibrary** Ted and friends are excited for the Australian Reading Hour tomorrow at Carnes Hill Library, 6pm... more

**acaibrothers\_liverpool** 🍌🍌 fantastic 🍌



# Australian Reading Hour

## Vicinity

Telstra 10:46 pm MOST RECENT #brbreeding

maddingtoncentral Follow



14 likes

maddingtoncentral Bonding with Books are holding a special session for Australian Reading Hour outside Kmart today! #australianreadinghour #brbreeding

Telstra 10:47 pm MOST RECENT #brbreeding

marketing\_fran Langwarrin, Victoria, ... Follow



37 likes

marketing\_fran Today, to celebrate Australian Reading Hour, we introduced a Mini Book Exchange @thegatewayshoppingcentre... more

Telstra 10:46 pm MOST RECENT #brbreeding

rockinghamcentre Rockingham Centre > Follow



26 likes

rockinghamcentre Monique is here to start reading her brand new children's book Fergus the Farting Dragon. In our Pop-up Kids Zone rockinghamcentre #brbreeding

# Australian Reading Hour

Vicinity

10:44 pm  
MOST RECENT  
#brbreeding

maddingtoncentral Follow



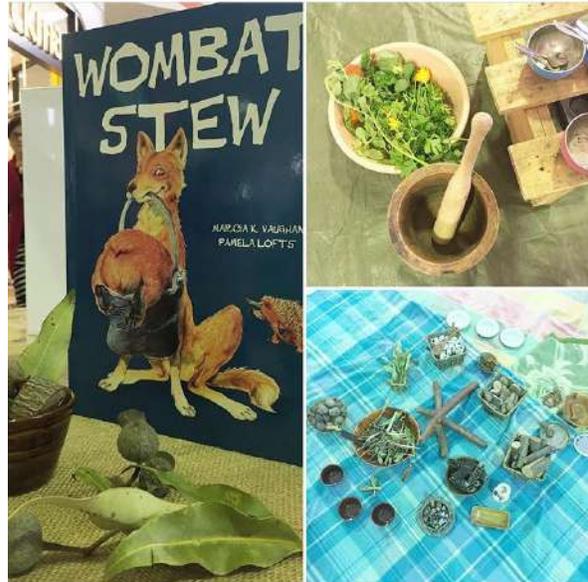
♥ louisesherstark, taleahstuhr, graham.vicinity, glennp.vicinity, adelaidecitylibraries, vicinitycentres\_heartland, uqpbbooks, zesty\_lime, bainesmanchester

maddingtoncentral @educatedbynature teaching Wombat Stew making for Australian Reading Hour #australianreadinghour



10:45 pm  
MOST RECENT  
#brbreeding

maddingtoncentral Follow



♥ 11 likes

maddingtoncentral We're getting ready to make some Wombat Stew opposite Rockmans from 11am! #brbreeding #australianreadinghour



10:45 pm  
MOST RECENT  
#brbreeding

livingstonmarketpla... Follow



♥ adelaidecitylibraries, glennp.vicinity, uqpbbooks, zaraquentin, christmas\_presence, sarahmoorewellness, rosmith17, visualinspirationsaus

livingstonmarketplace Rock and Toddle are set up and reading up a storm at Livingston for Australian Reading Hour! #entertainmentbank #australianreadinghour #brbreeding



# Australian Reading Hour

Vicinity



# Australian Reading Hour

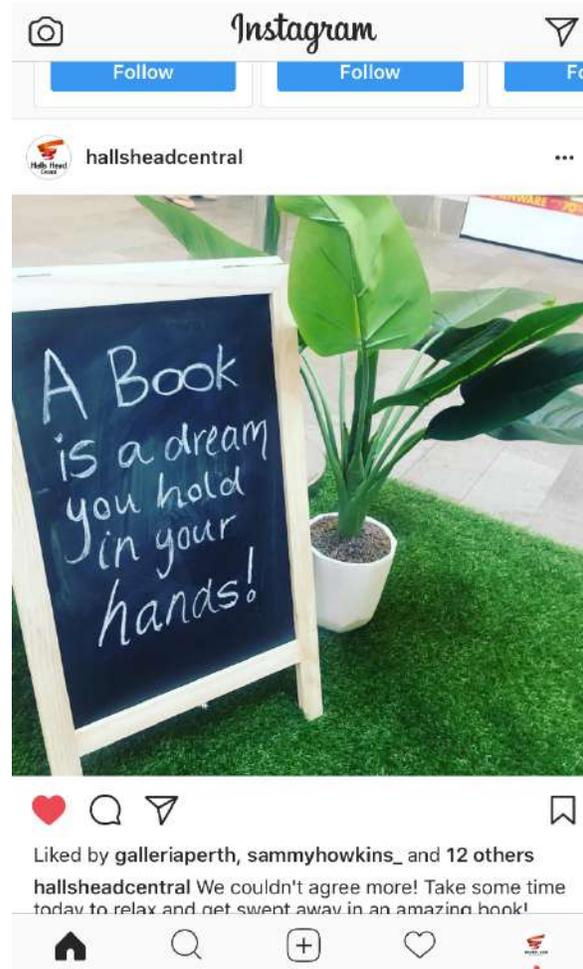
Vicinity



**Instagram**  
carlingfordcourtsydney

KEN COLLETT A COLUMN OF FIRE  
GRAFTON Y is for Yes  
GRAFTON Y is for Yesterday  
YOU SEE MELODY  
YOU SEE MELODY  
JODI PERR  
JESSICA FELLOWES  
MITCHELL MURPHY  
HOLLY WAINWRIGHT  
HOLLY WAINWRIGHT  
DANIEL COLE  
DANIEL COLE

3 likes  
carlingfordcourtsydney Make a date with a book 📖 Celebrate Australian Reading Hour today by taking some time out to enjoy a good book. These new release titles are available from @targetaus #Carlingford 📖



**Instagram**  
hallsheadcentral

A Book is a dream you hold in your hands!

Liked by galleriap Perth, sammyhowkins\_ and 12 others  
hallsheadcentral We couldn't agree more! Take some time today to relax and get swept away in an amazing book!



**Instagram**  
hallsheadcentral

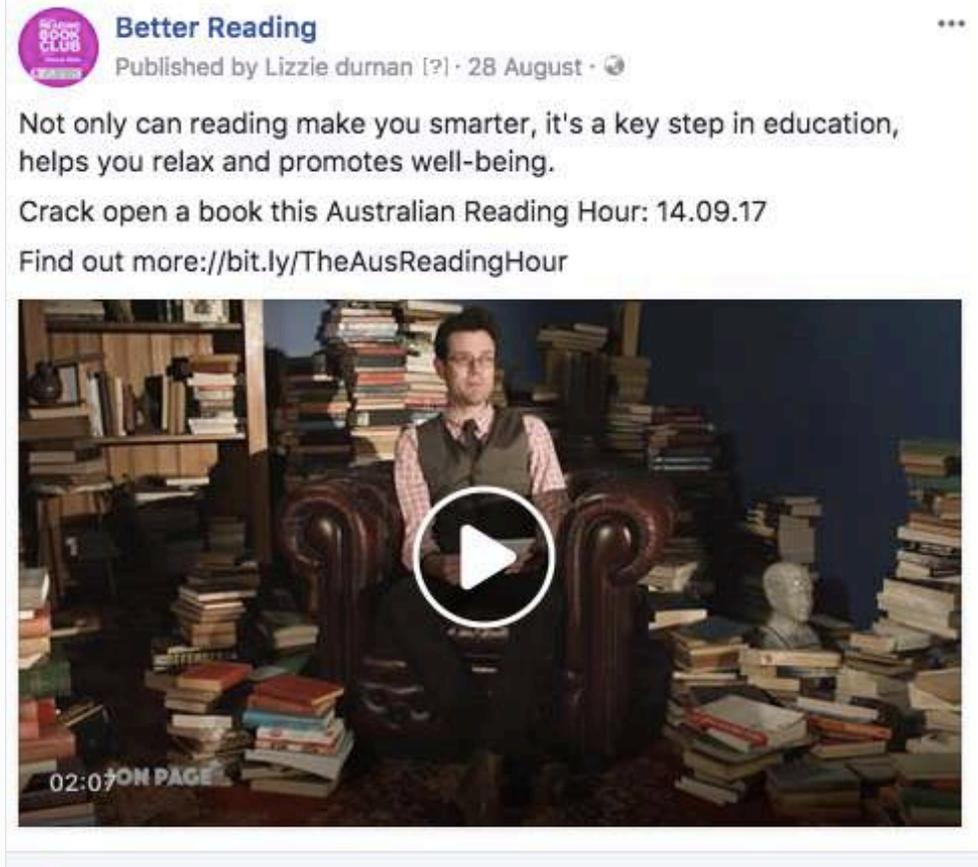
bold, and we are VERY excited to show off some new and special bespoke jewellery...All made to be unique... more

Liked by thegatewayshoppingcentre, sammyhowkins\_ and 13 others  
hallsheadcentral Our Reading Zone is all ready to go

# Australian Reading Hour

## Better Reading

Better Reading provided significant digital awareness for the Reading Hour, reaching over 608 000 people in various posts across their communities.



# Australian Reading Hour

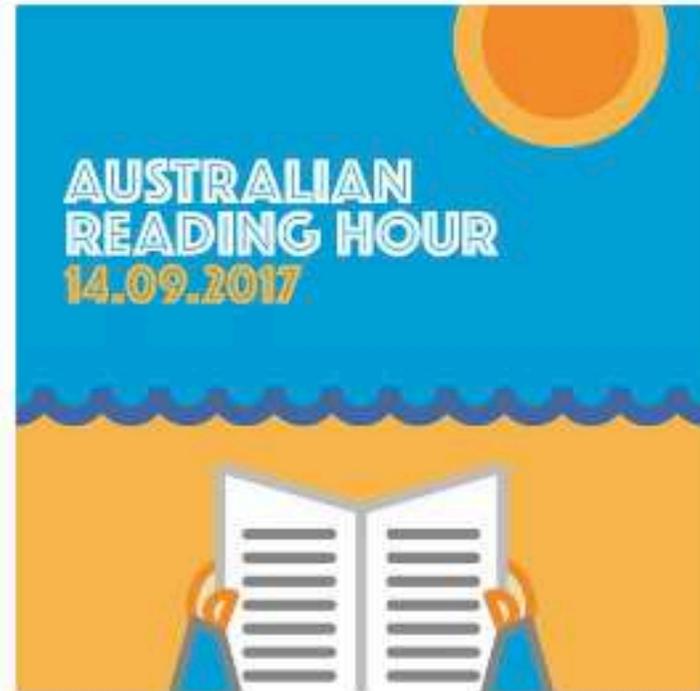
Better Reading

Better Reading reached over 60 000 people through their eDMs sent out reminding people about the Australian Reading Hour.

## The Australian Reading Hour is THIS WEEK!

It's simple. Thursday 14th September, stop what you're doing, pick up a book, and read for an hour. It's Earth Hour for the mind. Hashtag your pics of the Reading Hour with #brbreadding.

[READ MORE](#)



# Australian Reading Hour

Key Partnerships – Booksellers

# Australian Reading Hour

Booksellers  
DYMCKS

Supported in store with 2 x posters going to every store

Supported on Social



Hi Sophie,  
At Dymocks we love to celebrate & share special Australian stories.  
These books all celebrate, in different ways, what's great about Australia and being Australian.  
We hope you love them as much as we do!  
From the well-read people of Dymocks



Dymocks Catalogue print run 145k, EDM to 630k

# Australian Reading Hour

## Booksellers

### AUDIBLE

7:26 am

Search for people, places and things

**Audible** was live.  
Sponsored ·

Join us as we celebrate Australian Reading Hour with a live reading of True Girl by David Hunt.

Warning: Expect some colourful language!

**David Hunt**  
Author & Narrator

36 reactions · 7 comments · 13 shares · 4.6K views

Like · Comment · Share

News Feed · Requests · Marketplace · Notifications · More

**David Hunt**  
Author & Narrator

**Audible** was live.  
14 September at 01:00 ·

Join us as we celebrate Australian Reading Hour with a live reading of True Girl by David Hunt.

Warning: Expect some colourful language!

# Australian Reading Hour

## Booksellers

## ANGUS & ROBERTSON BOOKWORLD

## With similar support from Booktopia

**ANGUS & ROBERTSON BOOKWORLD** **FREE SHIPPING ON ORDERS OVER \$60**

FICTION NON-FICTION KIDS EBOOKS



Angus & Robertson Bookworld is delighted to be taking part in the Australian Reading Hour for 2017!

On the 14th of September, make a date with a book! The idea is to drop everything for one hour and spend that time reading a book instead. What could be more relaxing than that?

Whether you're reading by yourself or sharing a book with the kids, this is the perfect chance for you to dive headfirst into an amazing new read - here's some of our Aussie favourites to get you inspired!

### FOR KIDS

Shop Now

<p><b>PIG STAR</b> \$12.99 Was \$16.00 SAVE 20%</p>	<p><b>THE HISTORY WAREHOUSE</b> \$0.99 Was \$14.00 SAVE 93%</p>	<p><b>THE BOY WHO SWAM WITH PIRANHAS</b> \$12.99 Was \$16.00 SAVE 20%</p>	<p><b>WHIMSY ZOO</b> \$19.99 Was \$24.00 SAVE 20%</p>
-----------------------------------------------------------------	-----------------------------------------------------------------------------	---------------------------------------------------------------------------------------	-------------------------------------------------------------------

### FOR TEENS

Shop Now

<p><b>TAKE THREE GIRLS</b> \$14.99 Was \$18.00 SAVE 21%</p>	<p><b>THE BUILD-UP SEASON</b> \$16.99 Was \$21.00 SAVE 20%</p>	<p><b>MAYBE</b> \$15.99 Was \$19.00 SAVE 20%</p>	<p><b>THE UNDERCURRENT</b> \$16.99 Was \$21.00 SAVE 20%</p>
-------------------------------------------------------------------------	----------------------------------------------------------------------------	--------------------------------------------------------------	-------------------------------------------------------------------------

### FOR THE PARENTS

Shop Now

<p><b>THE CHOKE</b> \$26.99 Was \$32.00 SAVE 21%</p>	<p><b>CITY OF CROWS</b> \$26.99 Was \$32.00 SAVE 21%</p>	<p><b>TAB</b> \$24.60 Was \$32.00 SAVE 26%</p>	<p><b>RUSTY YOUNG</b> \$24.60 Was \$32.00 SAVE 26%</p>
<p><b>Tim Rogers Debut</b> \$26.99 Was \$35.00 SAVE 26%</p>	<p><b>BILLY SLATER</b> \$26.99 Was \$45.00 SAVE 20%</p>	<p><b>THE ANGELS</b> \$27.89 Was \$34.99 SAVE 20%</p>	<p><b>PAUL ROOS</b> \$31.99 Was \$39.99 SAVE 20%</p>

**TALL POPPIES AUSTRALIAN LITERATURE 2017**

**FREE SHIPPING ON ORDERS OVER \$60** **FAST DELIVERY ON A HUGE RANGE OF BOOKS**

Member at  
Angus &  
Robertson



This email was sent to: [info@angus-and-robertson.com.au](mailto:info@angus-and-robertson.com.au)

The sender is Angus & Robertson Bookworld, Unit C1, 3-29 Davis Avenue, Lidcombe NSW 2141

Prices displayed are correct at the time of sending. Website prices are subject to change at short notice. In these circumstances, the prices listed may not be correct. In the event that a price conflict between this email and the website does occur, website prices will override prices in this email.

# Australian Reading Hour

Booksellers

NEWSLINK – AIRPORT

Australian kids books promotion



# Australian Reading Hour

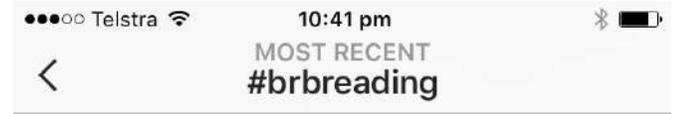
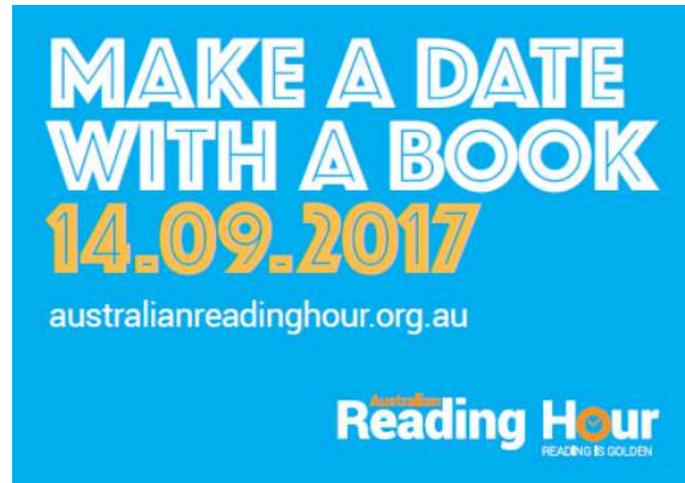
Booksellers

AWPL (Airports)

Supported in store with 2 x posters going to every store

Shelftalkers in every store

Supported on Social



18 likes  
awpl With so much effort put in by the teams in #NewsTravels, #Aero, and #RunwayNews, the



# Australian Reading Hour

Booksellers  
KOBO

iPad

6:06 am

73%

Rakuten Kobo Inc.



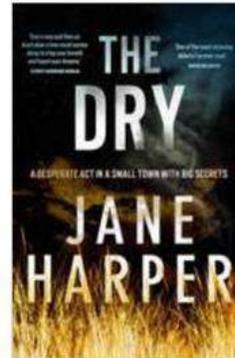
## Rakuten kobo



SALE ENDS SEPTEMBER 30

### Bestselling Aussie Reads

[View all](#)



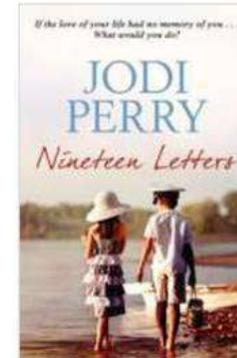
The Dry  
Jane Harper  
★★★★☆  
\$9.99

Add to cart



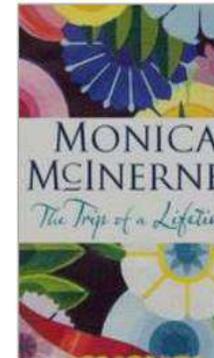
Secrets Between Fri...  
Fiona Palmer  
★★★★★  
\$12.99

Add to cart



Nineteen Letters  
Jodi Perry  
★★★★★  
\$4.99

Add to cart



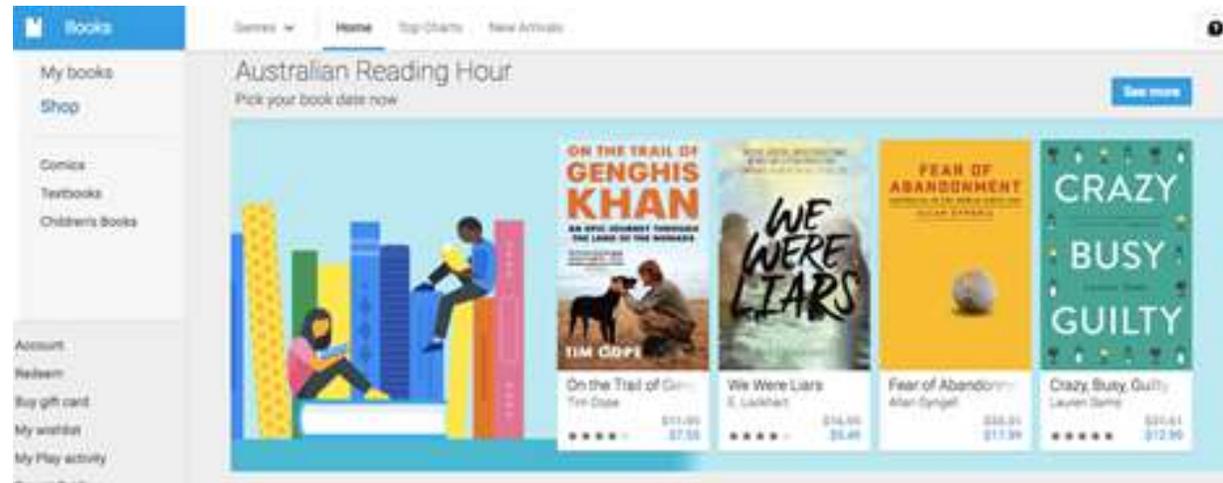
The Trip of a Lifetime  
Monica McInerney  
★★★★★  
\$12.99

Add to cart



# Australian Reading Hour

Booksellers  
GOOGLE Play



# Australian Reading Hour

## Booksellers – Leading Edge



Supported in store with 2 x posters going to every store

Supported on Social

# Australian Reading Hour

## Booksellers

Tweets Media Likes

**UNSW Bookshop** @unswbooksh... · 4d  
Hungry for a book? Take a break and settle in for #AustralianReadingHour!



1 retweet 3 likes

You Retweeted  
**Date a Book** @DateaBook · 4d  
Repping @LBardugo for the Australian Reading Hour!  
#brbReading



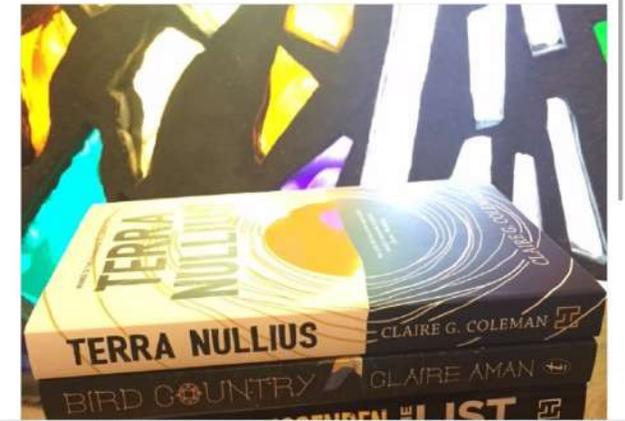
Home Explore Notifications Messages Me

< Tweet >

You Retweeted

**NLA Bookshop** @NLABookshop

We're very excited about #readinghour on Thursday 14th Sep, but we can't choose what to read!  
#brbreading @love2readAU



Reply to NLA Bookshop, Love2Read

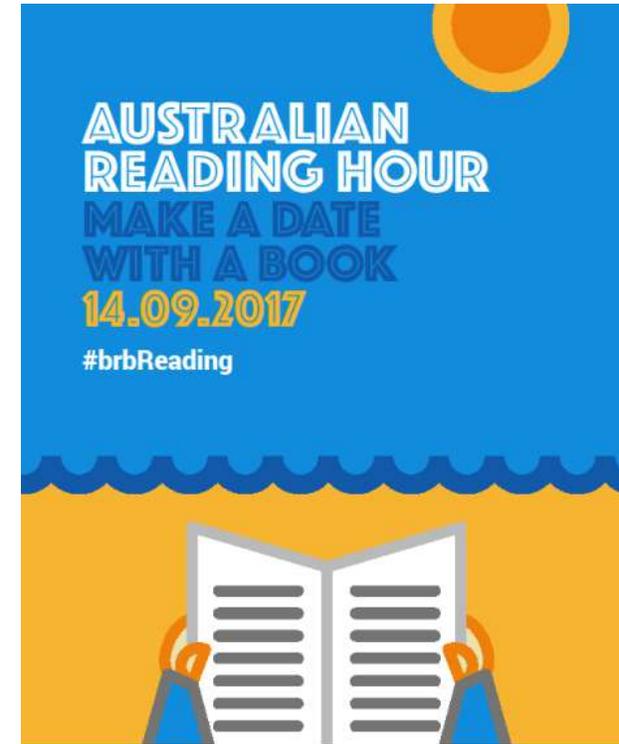
Home Explore Notifications Messages Me

# Australian Reading Hour

## General

Posters also went to every QBD, Collins, Readings, Harry Hartog, Berkelouw and Robinsons, as well as to independents and libraries.

All in all over 300 posters x 2 went out.



Reading:  
Making people happier, healthier  
and smarter since 1377.  
[australianreadinghour.org.au](http://australianreadinghour.org.au)

**Reading Hour**  
MAKING PEOPLE HAPPY

**Australian**  
**Reading Hour**

Parliamentary Friends Group Launch

# Australian Reading Hour

## Parliamentary Friends Group Launch Parliament House, 13<sup>th</sup> September



The cross-party Parliamentary Friends Groups is lead by Senator Linda Reynolds (LNP) and Graham Perrett MP (Lab)  
Speeches on the evening were by Linda Reynolds, Thomas Keneally, Mem Fox and Tony Burke MP

# Australian Reading Hour

## Parliamentary Friends Group Launch

**Tweet**

You Retweeted

 **Kim Carr**   
@SenKimCarr

Great to see Tom Keneally last night standing up for Aus publishing which has great new voices emerging to tell our stories. #brbReading



Reply to Kim Carr

Home Explore Notifications Messages Me

**Tweet**

You Retweeted

 **Julie Koh**  
@juliekoh

Represented @asauthors last night at the Parliamentary Friends launch, a book industry initiative, and Australian Reading Hour. #brbReading



Reply to Julie Koh, ASA

Home Explore Notifications Messages Me

**Tweet**

 **Tanya Plibersek**   
@tanya\_plibersek

The marvellous Tom Keneally launching the Parliamentary Friends of Australian Books and Writers



12/9/17, 7:48 pm

Reply to Tanya Plibersek

Home Explore Notifications Messages Me

# Australian Reading Hour

## Parliamentary Friends Group Launch

Tweet



**Tony Abbott**   
@TonyAbbottMHR

With the Northern Beaches best loved author at the launch of The Australian Reading Hour at Parliament House.



Reply to Tony Abbott

- Home
- Explore
- Notifications
- Messages
- Me

Tweet



**Linda Reynolds**  
@lindareynoldswa

Thanks Thomas Keneally and Mem Fox for launching Parliamentary Friends of Australian Books and Writers. Thanks @GrahamPerrettMP #brbReading



Reply to Linda Reynolds, Graham Perrett

- Home
- Explore
- Notifications
- Messages
- Me

Tweet

You Retweeted



**Aust Lib & Info Assn**   
@ALIANational

The #AusReadingHour and Parliamentary Friends of Australian Books and Writers were fantastically launched at APH last night. #ALIA



13/9/17, 11:30 am

2 RETWEETS 11 LIKES

Reply to Aust Lib & Info Assn

- Home
- Explore
- Notifications
- Messages
- Me

# Australian Reading Hour

## Parliamentary Friends Group Launch



Matt Stanton

18 September at 13:37

Like Page

What a thrill to join Mem Fox and Tom Keneally in Canberra last week to meet with MPs and speak of the incredible value and benefits that a culture of reading, storytelling and books brings to our country. Photos courtesy of the Australian Publishers Association #stories #books #writing #reading #canberra #australianreadinghour #brbreeding #publishing #memfox #tomkeneally #mattstanton #readmore #readeveryday #raiseareader #library #kidsbook #readtokids #fortheloveofreading #becauseofreading #kidlit



53

3 Comments

# Australian Reading Hour

## Parliamentary Friends Group Launch



# Australian Reading Hour

## Parliamentary Friends Group Launch



**Graham Perrett MP**  
FIGHTING FOR THE SOUTHSIDE

ABOUT GRAHAM MORETON MAGIC CALENDAR GRAHAM SAYS CONTACT FACEBOOK DONATE

Home / Graham Says / Speeches

### Books, Reading and Literature

posted by GRAHAM PERRETT 13:00pm September 07, 2017

Books, Reading and Literature

SIGN UP WITH: [Facebook] [Twitter] [YouTube]

OR SIGN UP:

email address: [input] JOIN

VOLUNTEER

Subscribe with RSS

We know that books are an essential part of a child's life that they can have with them forever. They inform, inspire and comfort, and they are good companions when you're by yourself. They are something worth investing in.

Obviously, I declare an interest in writing. I think my books are only on sale in a couple of bookshops in Australia, and one is the shop in Parliament House. Hopefully someone listening will find them there, hidden away in the dusty shelves!

I do encourage people in the Moreton community and all MPs to get involved with the mystery reader program and, where they can, to make contact with their schools. We can be a great inspiration to our students. We can find the right level of books. Obviously, by buying books and so supporting Australian writers, we're doing something for our economy, our manufacturing sector and our artistic sector, and for the small businesses—the newsagents and bookshops—around Australia who can sell these books.

I'm a big fan of Australian literature. I'm looking forward to hearing from all of the authors—but particularly from Tom Keneally, whose book *Bring Larks and Heroes* is one of the first books I read in terms of a political awakening.

Do you like this post?

Like Share Tweet Google+ [input]

BE THE FIRST TO COMMENT

[input]

Full transcript below:

Last week I had a wonderful opportunity to read to the grade 5 class at Our Lady of Lourdes Primary School at Sunnybank. In light of the fact that I had to read to them, I am going to put my glasses on for this. It was a wonderful experience. I was the mystery reader for the class.

It was made completely easy because the book I read to them was a book called *Funny Kid for President* by Matt Stanton, which is sort of pitched at year 5 level, although I am reading it to my son who is in year 3 and he is loving it as well. I have to tell you that the book, a tale about Max who decides to run for class president, gave me a lot of campaigning tips. With a marginal seat, it was certainly good to have some support from the author, Matt Stanton, but also from the class. The year 5 class asked some of the best questions about politics in the Q&A session that I have ever encountered.

That brings me to another topic: next week, with Senator Linda Reynolds, I will be launching the Parliamentary Friends of Australian Books and Writers on Tuesday, 12 September. There will be many literary luminaries there, including guest speakers Tom Keneally and Mem Fox, and Matt Stanton, the author of *Funny Kid for President*. We will have a few books to give out as well. I would never encourage authors to give away their books—obviously, people should pay the authors where they can—but I am hoping that Matt Stanton will sign the book that I have for my son Leo, and I'm hoping that many people will come along.

# Australian Reading Hour

Simon Birmingham

Federal Minister for Education

Australian Reading Hour Media Launch

Authors: Mem Fox & Matt Stanton

# Australian Reading Hour

## Simon Birmingham Federal Minister for Education Launch



Simon Birmingham

14 September at 08:50

Like Page

It was great to catch-up with author Mem Fox to talk about Australian Reading Hour. We can all benefit from reading and Australian Reading Hour is an opportunity for all Australians, young and old to pick up a book, and enjoy the fact that you learn and come to understand so many new things from reading.

#brbreeding

For more info: <http://bit.ly/ARHCorp>



29

1 Comment 4 Shares



Tweet



Simon Birmingham

@Birmo

With author Mem Fox to talk about Australian Reading Hour – chance for everyone to pick up a book and gain benefits of reading.

#brbreeding



Reply to Simon Birmingham



Home

Explore

Notifications

Messages

Me



Mem Fox and Tanya Plibersek at the Parliament House Childcare centre for the launch

# Australian Reading Hour

## Simon Birmingham Federal Minister for Education Launch

< Tweet >

You Retweeted



**Scholastic Australia**  
@ScholasticAUS

Mem Fox visited Parliament House Childcare Centre and read Possum Magic to the children to launch #AustralianReadingHour!



13/9/17, 1:34 pm

Reply to Scholastic Australia

- Home
- Explore
- Notifications
- Messages
- Me

You Retweeted



**Copyright Agency @CopyrightA...** · 4d  
Australian Reading Hour campaign urges parents to read to their children  
[@AusPublish](#) [@asauthors](#)  
[@ALIANational](#)



Dump the device, sharing a book at bedtime is pure heaven  
[smh.com.au](#)

15

25

< Tweet >



**Stephanie Peatling**  
@srpeatling

CUTE! Mem Fox reads to the children at the Parliament House childcare centre. [@mearesy](#) piece.



13/9/17, 1:06 pm from Sydney, New South Wales

8 RETWEETS 34 LIKES

Reply to Stephanie Peatling

- Home
- Explore
- Notifications
- Messages
- Me

**Australian**  
**Reading Hour**

Media

# Australian Reading Hour

## Media

### Broadcast:

- Seven Network. News segment, detailing the ARH Canberra event with Simon Birmingham, Mem Fox and Matt Stanton



# Australian Reading Hour

## Media

### Radio:

- ABC Radio National, Books and Arts Daily. Special with authors Tom Keneally and Mem Fox on ARH and PFABW
- ABC Melbourne, Afternoons. Interview with authors Danielle Binks and Ellie Marney, re: ARH and the ARH Books on the Rail
- ABC Canberra, Afternoons. Interview with author Matt Stanton
- ABC Hobart, Drive. Interview with author Peter Goldthorpe
- ABC Newcastle, Mornings. Interview with author Jaye Ford
- ABC WA, Statewide Drive. Interview with author Brooke Davis
- ABC Southwest WA, Mornings. Interview with author Sally Murphy
- ABC Central Victoria, Western Victoria and Mildura-Swan Hill, Mornings. Interview with author Susan Green
- 98.3FM, Subject ACT. Interview with Cheryl Akle
- National Radio News. Interview with Cheryl Akle \*Note: This interview/content was offered up to over 100 community radio stations nationally



Australia's First official Reading Hour

▶ | ↓ |

Go away, I'm reading.

# Australian Reading Hour

## Media

Print:

- *Books+Publishing* ran several stories and included a gratis WBN banner
- *The Australian*. Stephen Romei opened his 'A pair of ragged claws' column on Saturday 9 September speaking to ARH
- *Who*. Included a mention of ARH in their 'The List' books section, September 18 edition.
- *Fairfax*. News piece on ARH/Canberra launch
- *Leader Community News (Herald Sun)*. Books on the Rail/ARH interview.

## Australian Reading Hour campaign urges parents to read to their children



Linda Morris



Reading isn't merely important, says children's author, Mem Fox. "Reading is the purest heaven and time to read has to be fought for, against all the other claims on our lives."

Visiting a Canberra childcare centre on Wednesday, the author of *Possum Magic* says she owes her love of reading to those who read to her, "mostly, my mother". "To all the parents of young children, throughout this land, please read to your children: Love it! Love them!"



Author Mem Fox says "reading is the purest heaven and time to read has to be fought for". Photo: Andrew Meares

20% BEER SALE  
PRE-MIX & CIDER  
CONDITIONS APPLY

James Squire ONE FIFTY LASHE PALE ALE  
ORCHARD THIEVES PALE ALE  
TRONBOW BASIC APPLE CIDER

GET GAME DAY READY ▶

MOST POPULAR

Online:

- *ABC News* piece
- *The Guardian* – piece from Monica McInerney
- *kidspot.com.au*. Piece from Matt Stanton
- *Kids Book Review*. ARH mention
- *Where the Wild Things Are*. ARH mention
- *Better Reading Author Q&As* with Toni Jordan, Nicola Moriarty, Meg Mason, Graeme Simsion, Emily Brewis, Damon Young, Ben Hobson, Ailsa Piper
- *Tablo Q&A* with Louise Sherwin-Stark
- *Hachette Blog* by Louise Sherwin-Stark
- Vision Australia’s commitment on website and on soundcloud with Jane Harper
- *Campaign Brief*

Print Email Facebook Twitter More

## The value of reading can't be calculated by a standardised test

ANALYSIS

RN By [Kate Evans](#) for Books and Arts

Updated 14 Sep 2017, 10:24am



PHOTO: Reading plays a crucial role in the time Tegan and Han spend together. (ABC RN: Teresa Tan)

# Australian Reading Hour

## Media



Join us on Thursday September 14th for the Australian Reading Hour



Pick up an Australian book and join thousands of other Australians to read for an hour on Thursday September 14th. Of course you might just want to read longer than that ...

We've curated a few stories for you to read on [the Tablo homepage](#) – there's short stories from the Australian publisher Spineless Wonders, extracts from some of today's best new Australian books from Hachette, Pan Macmillan, Allen & Unwin, Harlequin and more, and some exciting new writing from our Tablo authors. There's even a poem from Bankstown Poetry Slam.

On average, Australians spend five hours reading books for pleasure each week, compared to 12 hours spent on social media. The Australian Reading Hour is a great excuse to take time out of your day and get reading.

### Our Top Tablo Picks

From the winner of the Patrick White Award for outstanding contribution to Australian literature, a short piece by Carmel Bird inspired by correspondence she had with writers when reading their manuscripts.



#### Dear Writer ... Revisited

People who are beginning to write fiction, particularly people trying to write a novel, often find themselves in a state of confusion and frustration. Louise Sherwin-Stark's book is a collection of correspondence that will be a relief to read.

Sample the debut novel *CRASH* from Leahy Abbott, winner of the 2016 Miles Franklin Award. *CRASH* is a story of a young woman's quest for love and the effects of climate change.



#### Closing Down

The inaugural winner of The Hachette Australia Emerging Writers Prize, published by Hachette Australia, is a debut novel by Elizabeth Wright.

A Tablo exclusive from Australia's rising star Anna George Ryan, *Clippings* is a short story about a man who is changed when he meets a woman who doesn't exactly like him.



#### Drooping Deer

Carmel Bird's debut novel, *Drooping Deer*, is a story of a man who is changed when he meets a woman who doesn't exactly like him.

Joint Managing Director of Hachette Australia Louise Sherwin-Stark, who is also Chair of the Australian Reading Hour committee, has been keen enough to share a few Australian book recommendations of her own.

The Australian Book Club has been the first to announce the launch of our 50th Anniversary in The Hour Run by Michelle Rowland Clark.

The Miles Franklin Award for best Australian fiction is a prestigious award. Louise Sherwin-Stark, who is also Chair of the Australian Reading Hour committee, has been keen enough to share a few Australian book recommendations of her own.

Join the discussion at [Facebook](#) about what you are reading and when and where you will be reading it on [September 14th using #AUSREADING](#).

Let us know what you read and if you enjoyed it. And don't forget the authors on Tablo always appreciate any comments or feedback, which you can leave at the end of each chapter.

Happy reading!

Warwick

**FOR THE LOVE OF PUBLISHING: Q&A LOUISE SHERWIN-STARK**

For the Love of Publishing

Hear directly from joint Managing Director of Hachette Australia, Louise Sherwin-Stark who shares her advice on getting published, passion for the industry and tips for Australian Reading Hour. This is a Q&A with Tablo.

NON-FICTION

INTERVIEW #Q&A #HACHETTE AUSTRALIA #AUSTRALIAN READING HOUR

Tablo 16 days ago

NEWS THE AUSTRALIAN READING HOUR



## The Australian Reading Hour

MONDAY 11 SEP, 2017

The Australian Reading Hour will take place this Thursday 14th September. The book industry will be asking Australians to read for an hour during lunch, with their reading group, before bed or on their commute, while engaging as many children as possible through school libraries.

**Why Australian?** It takes just one look at the bestseller charts to confirm that Australian readers are hungry for Australian stories, so we will be celebrating Australian storytelling, books and authors. There will be author events all over the country and you can find more information about events near you on the [Love2Read Facebook Page](#).

**Why reading?** The Australian Publishers Association has just completed an academic literature review on the importance of reading. We have all heard that reading for pleasure is the most important indicator of the future success of a child, more important even than their family's socioeconomic status, but did you know that:

### Related news

- FRIDAY 15 SEP, 2017  
**5 minutes with ...**  
[Claire G Coleman](#)
- WEDNESDAY 13 SEP, 2017  
**5 minutes with ...**  
[Fiona Palmer](#)
- WEDNESDAY 09 AUG, 2017  
**Small town. Big secret.**  
[Wimmera by Mark Brandi](#)
- THURSDAY 10 AUG, 2017  
**5 minutes with ...**  
[Michael](#)

# Australian Reading Hour

Events - Highlights

# Australian Reading Hour

## Events

The Children's Laureate appeared at Robinsons at the Emporium in Melbourne, an event supported by our partner Vicinity Centres.



robinsonsbooks



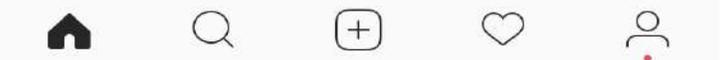
38 likes

robinsonsbooks We had a great time drawing quirky characters with #leighhobbs this afternoon at Robinsons @emporiummelbourne!

View 1 comment

5 DAYS AGO

christianwell



# Australian Reading Hour

## Events

### #LoveOzYA Books on the Rail event



booksontherail  
Glen Waverley Train Line

Follow

booksontherail Last night we celebrated #AustralianReadingHour on the Glen Waverley Line with 5 incredibly inspiring #LoveOzYA authors & a train full of brilliant #BookNinjas 🙌🏻  
booksontherail

#instabooks #sharing #melbourne #australia  
#bookish #igreads #iloveread  
#bookphotography #alwaysreading  
#bookoftheday #booksofinstagram  
#bookcollector #booklove #goodreads  
#bestoftheday #reading #books #book  
#bookclub #club #read #aussiereaders



144 likes

4 DAYS AGO

Add a comment...

Tweets Media Likes

You Retweeted

 **Danielle Binks** @danielle\_binks · 3d  
@booksontherail @love2readAU We have a Book Club for @metrotrains! #BRBreading ❤️❤️❤️ #LoveOzYA



1 3 12

# Australian Reading Hour Events

Author Libby Hathorn entertains the kids at the Sydney Children's Hospital



# Australian Reading Hour

Social Media Engagement

# Australian Reading Hour

## Social Media Engagement

“You are no longer a creature of your postcode when you are reading; you are a creature of an enormous exploding universe.”

Tom Keneally



# Australian Reading Hour

## Social Media Engagement



Monica McInerney added 2 new photos.

Like Page

14 September at 21:43 ·

I'm in Dublin, but I'm still happily taking part in Australian Reading Hour. 🇺🇸🇦🇺 Thank you Tricia Stringer for whisking me away to the Flinders Ranges of South Australia. (I'm not going to stop reading after an hour, either...)

#australianreadinghour #chooseanaustralianauthor #makeadatewithbook #thursday14september #love2read #brbReading Love2read Penguin Books Australia



159

11 Comments 1 Share

# Australian Reading Hour

## Social Media Engagement



### Trends for you · Change

#RUOKDay

Make a connection this R U OK? Day

#rethinktv

Lionel Murphy

#brbreading

@HarperCollinsAU and @LSherwinStark are Tweeting about this

#Moggos4Yes

#mediareform

Australian Reading Hour

Australia Day

2,942 Tweets

Manus

3,888 Tweets

#womeninfocus

Sydney Opera House Kids & Families  
Thursday at 10:06 am · 🌐

Today sees the launch of Australian reading hour, where you're challenged to read for an hour a day. What are you reading?



The value of reading can't be calculated by a standardised test  
abc.net.au

👍❤️ 14 4 shares  
Like Comment Share

# Australian Reading Hour

## Social Media Engagement



**Leeanne Enoch MP** with Councillor Judy Peters at Bundaberg Regional Libraries.

14 September at 14:30 • Bundaberg, QLD • Paid

Like Page

Hayley and Kathleen from Bundaberg Regional Council are delivering valuable First 5 Forever sessions for local children and their families. Research has shown us that 90 per cent of a child's brain development happens in the first five years. So share stories, sing, talk and play to your kids! It will go great lengths to positively shape their future. Learn more: <http://first5forever.org.au/>... See more



40

3 Comments 1 Share



**CSIRO**

14 September at 12:01

Like Page

Need an excuse to hop off your phone and take some time out? Sick of terrible book recommendations from well meaning friends? We've got your back with our best book recommendations to celebration [#AustralianReadingHour](#)



Make a date with a book: Australian Reading Hour - CSIROscope

Celebrate Australian Reading Hour by curling up on the couch with a book from our Publishing team.

[BLOG.CSIRO.AU](http://BLOG.CSIRO.AU)

144

8 Comments 30 Shares

Tweets

Media

Likes



1



2

You Retweeted



**Mark Butler MP** @Mark\_Butler... · 3d

After a fortnight of energy debate i'm looking forward to some light reading on the flight back to Adelaide [#brbreeding](#) [#ClimateWars](#)



13



18



44

You Retweeted



**Readings** @ReadingsBooks · 3d

What a way to celebrate Australian Reading Hour. Our [#LoveOzYA](#) train



Home



Explore



Notifications



Messages



Me

# Australian Reading Hour

## Social Media Engagement



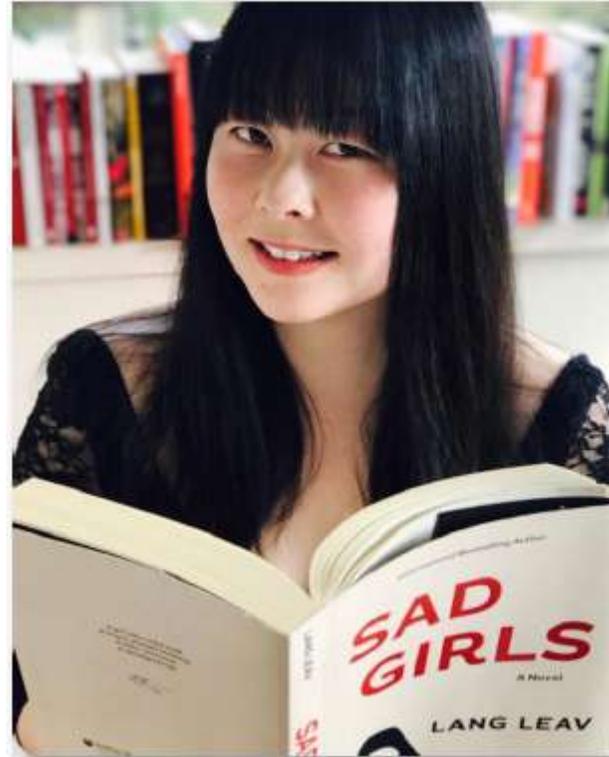
**Rosie Waterland** shared Love2read's video.  
25 August at 16:53

Omg I am literally the 'spot the random' author in this video but I will now always claim that I have co-starred with Ray Martin.



RAY MARTIN

[Learn More](#)



langleav

[Follow](#)

langleav Happy Australian Reading Hour Day! 📖 Did you know that reading a gripping novel causes biological changes in the brain that can last for days? Today I've set aside a whole hour to get lost in a book. Who wants to join me? 📖  
#brbReading #dymocks #australia #australianreadinghour #hardiegrantbooks

[Load more comments](#)

starfish\_aly can you give me your book sad girls for free?

karlilemo Can I join you please ? @langleav 📖📖

yanahmendiing @ktinee17 lerd kanawong mo.

ninzyjean16 Why so pretty ? I miss you lang!

jaytrickdlsnts Loving this pic ever since the first place. God Bless You @langleav!



10,957 likes

SEPTEMBER 14

[Add a comment...](#)



langleav

[Follow](#)



894 posts

386k followers

137 following

Lang Leav International bestselling author. New novel Sad Girls now available in book stores worldwide 📖 [langleav.com/sadgirls](https://www.langleav.com/sadgirls)

# Australian Reading Hour

## Social Media Engagement

**Tweet**

You Retweeted

**Romance Australia** @RWAus

Hilarious: Authors reading the best of the internet. Reading makes you smarter. Reading Hour Sep 14th #brbReading...

YouTube



Reply to Romance Australia, YouTube

Home Explore Notifications Messages Me

**BNE**

Aust Publishers Assn Retweeted **Brisbane Airport** @Brisba... · 5h

For Australian Reading Hour we want to know: What are your recommendations on books to read while travelling?

#brbReading #ttot @slqld



Aust Publishers Assn Retweeted **Pantera Press** @PanteraPress · 1h

We know how to run a park picnic! A happy lunch hour celebrating Australian Reading Hour #brbreading

Home Explore Notifications Messages Me

Telstra 10:51 pm MOST RECENT #brbreading

beckfeiner\_illustrati... Follow



95 likes

beckfeiner\_illustrations Hi, today I am taking part in Australian Reading Hour. Reading for

Home Search + Heart Profile

# Australian Reading Hour

## Social Media Engagement

**Tweet**

 **Allen & Unwin** @AllenAndUnwin

Be super awesome tomorrow! Q&A with @BenLeighHobson on the #AustralianReadingHour @betterreadingau bit.ly/2xjDn1W #brbreading



13/9/17, 4:16 pm

2 RETWEETS 11 LIKES

Reply to Allen & Unwin, Ben Hobson, bett...

Home Explore Notifications Messages Me

**Tweet**

You Retweeted

 **Reading Australia** @ReadinAustralia

Happy Reading Hour Day! May you be inspired by the magic of storytelling! #brbReading



14/9/17, 7:20 am

23 RETWEETS 43 LIKES

Reply to Reading Australia

Home Explore Notifications Messages Me

**Tweet**

You Retweeted

 **Sydney Writers' Fest** @SydWritersFest

Make a date with a book this Thursday and take part in the Australian Reading Hour. Find out more: bit.ly/2eXhaQo #brbReading



11/9/17, 1:18 pm

6 RETWEETS 0 LIKES

Reply to Sydney Writers' Fest

Home Explore Notifications Messages Me

# Australian Reading Hour

## Social Media Engagement

Tweets Media Likes

You Retweeted

 **MWF @MelbWritersFest** · 3d  
Grab a book and read for today's Australian Reading Hour. Here's MWF staff demonstrating the best (and cutest) way to read. [#brbreeding](#)



0:04

2 13 51

You Retweeted

Home Explore Notifications Messages Me

Tweets Media Likes

You Retweeted

 **FIVEfromFIVE @FIVEfromFIVE** · 4d  
Pick up a book and read for just one hour on your own or with your children [#brbreeding](#) [readinghour.org.au](#)



4 6

You Retweeted

 **Jackie French @jackie\_french\_** · 3d  
How to read a book:  
1. Put feet up  
2. Sniff that gorgeous paper smell  
3. Vanish from every worry and stupidity for an entire hour

Home Explore Notifications Messages Me

Tweets Media Likes

You Retweeted

 **Louise Adler @louiseadler** · 4d  
[.@MUPublishing](#) celebrates Australian Reading Hour with [#bookswithspine](#), we know books maketh the woman



7 14

You Retweeted

 **Dymocks Books @Dymocksbo...** · 3d  
This is absolutely how every lunch break should be spent [#brbReading](#)

Home Explore Notifications Messages Me

# Australian Reading Hour

## Social Media Engagement

Tweets Media Likes

You Retweeted

**MoAD Learning** @moadlearning · 3d

We are always reading here at @MoAD\_Canberra What book are you reading for the Australian Book Hour? #brbReading @TheCBCA



0:06

You Retweeted

Home Explore Notifications Messages Me

Tweets Media Likes

You Retweeted

**Allen & Unwin** @AllenAndUnwin · 3d

An hour in the sun reading, what could be better? Hope you've made time to say #brbReading to celebrate #Australia... bit.ly/2x3kuQi



You Retweeted

**Australia Council** @auscouncil... · 3d

Why is reading important? We asked Australia Council supported authors to share their thoughts to mark #AustralianReadingHour #brbreading

Home Explore Notifications Messages Me

Tweets Media Likes

You Retweeted

**Australia Council** @auscouncil... · 3d

Why is reading important? We asked Australia Council supported authors to share their thoughts to mark #AustralianReadingHour #brbreading



Graham Akhurst

You Retweeted

**Louise Sherwin-Stark** @LSherwi... · 3d

Part 2 of #AustralianReadingHour with small person. She is so excited she is shouting at Morrigan.

Home Explore Notifications Messages Me

# Australian Reading Hour

## Social Media Engagement

 **Sydney Opera House Kids & Families** ▼  
Thursday at 10:06 am · 🌐

Today sees the launch of Australian reading hour, where you're challenged to read for an hour a day. What are you reading?



**The value of reading can't be calculated by a standardised test**  
abc.net.au

👍❤️ 14 4 shares

👍 Like    💬 Comment    ➦ Share

Tweets    Media    Likes

 **BHCC Library @BHOBLibrary** · 3d ▼  
Staff didn't need much encouragement to stop and read yesterday for #Australianreadinghour. Make your date with a book now! #brbreading



👍❤️ 1    ❤️ 3

You Retweeted

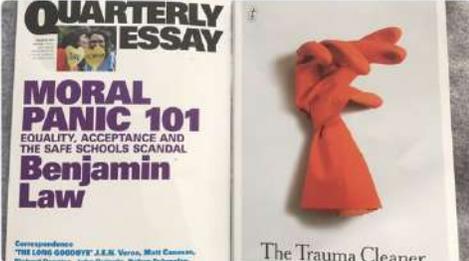
 **GladstoneLibraries @GladLibrari...** · 3d ▼  
We had fun at our Reading Hour at Gladstone City Library last night #australianreadinghour2017 #brbReading

👍❤️ 2    ❤️ 5

Tweets    Media    Likes

You Retweeted

 **Susan Carland** ✓ @SusanCarland · 3d ▼  
Doing Aus Reading Hour in Geneva! Devoured @mrbenjaminlaw 's excellent Quarterly Essay, & now onto @delasarah 's exquisite book #BrbReading



Benjamin Law 🌈 and Text Publishing

👍❤️ 8    🔄 18    ❤️ 81

You Retweeted

 **Louise Sherwin-Stark @LSherwi...** · 3d ▼  
Thanks @ReadingsBooks for your brilliant book whispering. #StepBoldly #Wondrous #Nevermoor @digressica

# Australian Reading Hour

## Social Media Engagement

Tweets Media Likes

You Retweeted

**Australia Council** @auscouncil... · 4d  
Will you be taking part in the #AustralianReadingHour today? #brbreeding

95% of Australians enjoy reading books. 68% would like to read more. Stop what you're doing and pick up a book today for the #AustralianReadingHour  
Results of Reading the Reader Survey, 2017

4 26 23

You Retweeted

**CSIRO Publishing** @CSIROPublis... · 4d  
Reading a book reduces stress by 68 percent more than listening to music or going for a walk! #AustralianReadingHour

Home Explore Notifications Messages Me

Tweet

**Australia Council** @auscouncilarts  
Why do you read? We asked Australia Council supported authors to share their thoughts to mark #AustralianReadingHour #brbreeding

“ Reading allows you to access someone else’s imagination through your own. As an introvert, I don’t always feel I can reach out to people and respond to them in the moment. Reading gives you that space for reflection. You can pick up a book, put it down, walk away and think about things in your own time. ”  
Rajith Savanadasa

14/9/17, 7:05 am  
23 RETWEETS 39 LIKES

Reply to Australia Council

You Retweeted

**The Stella Prize** @TheStellaPrize  
Did you know that reading reduces stress by 68%? Tomorrow is Australian Reading Hour. You know what we’ll be doing... #brbReading

AUSTRALIAN READING HOUR 14.09.2017

13/9/17, 12:00 pm  
67 RETWEETS 92 LIKES

Reply to The Stella Prize

Home Explore Notifications Messages Me

# Australian Reading Hour

## Social Media Engagement - Libraries

●●●○ Vodafone AU 4G 12:03 pm 37% ●●●○ Vodafone AU 4G 12:04 pm 38% ●●●○ Vodafone AU 4G 12:04 pm 38%

 **National Library Aus** @nlagovau

We know how important it is to take time out and read. Today's the day! [#AustralianReadingHour](#) @love2readAU #brbReading



14/9/17, 8:34 am  
94 Retweets 125 Likes

Tweet your reply

 **State Library Vic** @Library\_Vic

Scrambling to find a book for the [#AustralianReadingHour](#)? Try one of our 10,000+ free ebooks.

 Ebookshelf  
slv.vic.gov.au

14/9/17, 4:45 pm

2 Retweets 1 Like



Tweet your reply

 **VA Library** @VALibrary

No nook left undiscovered! Staff here are still finding time to get in a bit of reading for [#AustralianReadingHour](#) @love2readAU #brbreading



Tweet your reply

 **State Library of WA** @statelibrarywa

Lose yourself in one of the Library's books for an hour or two or three... [#AustralianReadingHour](#) #brbReading



Tweet your reply



# Australian Reading Hour

## Social Media Engagement



ntlairport [Follow](#)

ntlairport Caught on camera! 📸 Our very own Ops team members, Alex and Teegan, taking part in #brbreeding with the latest reads from our very own book store News Travels 📖 @awpl

awpl Love this ♥️ 📖 thanks to Alex and Teegan from @ntlairport for taking part in the #AustralianReadingHour #brbreeding tesskeefe Best!!!! 📖

louisesherwinstark This is amazing!



78 likes

5 DAYS AGO

Add a comment...



booksofthemuggleborn [Follow](#)  
Melbourne, Victoria, Aus...

booksofthemuggleborn Are you ok?

A few things happening today. One being it's "R U OK?" Day. Just by asking this simple question shows that you care and who knows, it may just turn that person's day around! 🧡💜

Secondly, I'm posting a little earlier than usual because I wanted to squeeze this post in for the #AustralianReadingHour 📖

Day 14 of #septinbooks17 - Gives You All The Feels 📖

I'm almost 3/4 of the way through #TowerofDawn and I'm seriously scared shitless to finish it! 📖 But I suppose I'm in no hurry to finish it anyways -- because A) ...



1,039 likes

5 DAYS AGO

Add a comment...

# Australian Reading Hour

## Social Media Engagement



**jackle\_mylittlebookcase** Follow

jackle\_mylittlebookcase A perfect start to the day, after delaying our official Reading Hour: an hour in bed, reading Harry Potter, side-by-side with Cammy who's home sick from school! 🥰

It's a dream to share Harry Potter with Cam, and an absolute privilege, and I'm so thankful that she loves it more than I ever hoped she would! 🥰

We've just finished reading 'The Po Master', and she's shocked that Sniville is her favourite character! It's actually quite hard to hold my tongue, to not give away plot events in future books, to let her enjoy her own Harry Potter journey!

#thereadinghour #readinghour #australianreadinghour #breadin #welovebooks #readeveryday #sh #harrypotter #harrypotterandthephilosophersst

93 likes  
4 DAYS AGO

Add a comment...



**perths.best** Centre for Stories Follow

perths.best Claudia at the always awesome @centreforstories embracing #australianreadinghour today - a day and hour to encourage readers to read a local author. Such a great idea! Check out @centreforstories to find out about all the other great things they're doing to collect and share local stories.

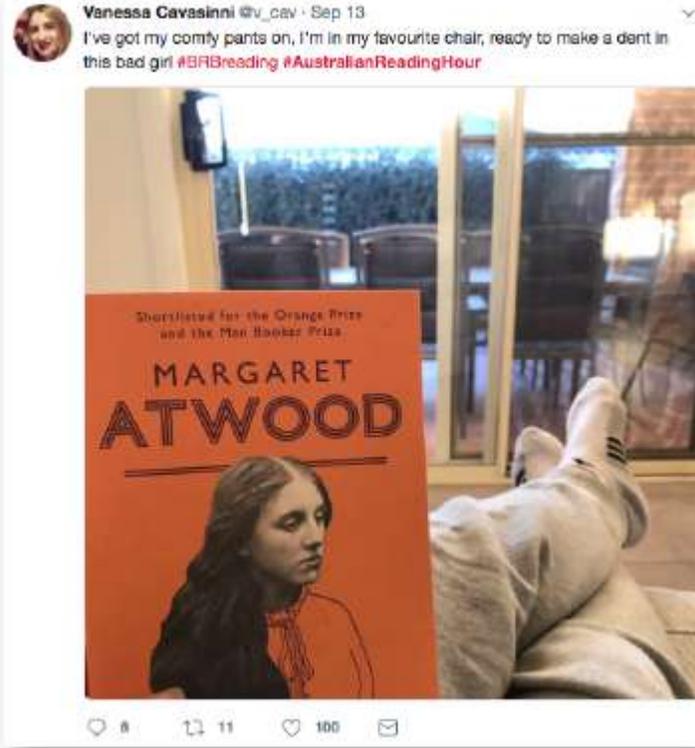
perths.best #perthlife #perth #westernaustralia #wa #icwest #amazingwa #bestcoast #perthblogger #perthsbest #perthhappenings #whatsonperth #perthtoday #perthisok #helloperth #soperth #myperth #breadin #perthcreatives

119 likes  
8 DAYS AGO

Add a comment...

# Australian Reading Hour

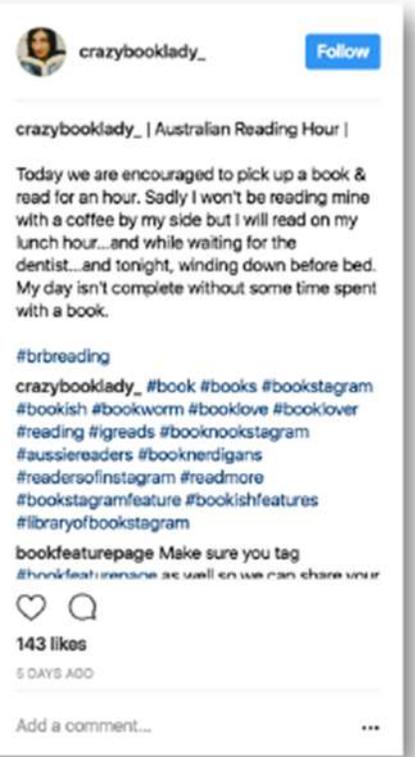
## Social Media Engagement





# Australian Reading Hour

## Social Media Engagement



# Australian Reading Hour

## Social Media Engagement

### The French love Australian Reading Hour



Community See all

Invite your friends to like this Page

359,603 people like this

354,972 people follow this

597k Views

6.2k

9,573 shares

#### Summary:

- French Facebook page Culture Pub downloaded and re-uploaded the Hero Video with French subtitles.
- The video has generated over 590k views and over 9.5k shares (and counting).
- Culture Pub in the early 1990's was a television show that deciphered the world of advertising and media with humour. In some ways it was The Gruen Transfer of France. It now lives wholly online and publishes content through its Website, Facebook, YouTube and Twitter.

# Australian Reading Hour

## Social Media Engagement

### Sentiment examples

raventeagirl Definitely count me in. I just picked up a book I've wanted to finish... "Lockwood & co.- the screaming staircase" by Johnathan Stroud. I'm behind on the series as my sister likes to point out. 😊



**Sue Legg** Living so far away from my home 🇦🇺 country, this advertisement was sheer delight not only to hear the true Aussie accents but to make a special time for reading, my favourite pastime & escape route. I won't have to comply cos I will be doing it anyway. Go on all you Aussies & enjoy the brilliant authors on your 📖 book shelves.

Like · Reply · 🍷 2 · 4 September at 17:38



**Valda Palmer** I read for at least 2 hours every day..So come Sept 14 I will read for a few extra hours 😊

Like · Reply · 🍷 1 · 5 September at 05:24

# Australian Reading Hour

Taking Part

# Australian Reading Hour

## Taking Part

### GOOGLE Office

- Book display in main kitchen
- Googler reading nook
- Signage on back of toilets
- 1300-odd Sydney staff were notified via email on Monday (in the staff newsletter, the Morning Express)



# Australian Reading Hour

## Taking Part

You Retweeted



Hachette Aus Books @Hache... · 4d

#brbReading

Hachette HQ have taken over our building lobby for the Australian Reading Hour



1 retweet 13 replies 48 likes

You Retweeted



James Bennett PtyLtd @James... · 4d

#AustralianReadingHour is such a treat. How many will continue through their lunch hour? #brbreathing



1 retweet 4 replies 7 likes



Fiona Hazard @fionahazard · Sep 13

Getting in some reading for @love2readAU #brbreathing @HachetteAus



8 retweets 25 likes

Telstra 10:45 pm MOST RECENT #brbreathing

ntlairport

Follow



61 likes

ntlairport Caught on camera! Our very own Ops team members, Alex and Teegan, taking parting in #brbreathing with the latest... more

View all 3 comments

teskeefe Best!!!

louisesherwinstark This is amazing!

# Australian Reading Hour

## Taking Part

Tweets Media Likes

You Retweeted

**Dymocks Books** @Dymocksbo... · 3d  
This is absolutely how every lunch break should be spent #brbReading



2 16 63

Tweets Media Likes

You Retweeted

**Pantera Press** @PanteraPress · 3d  
We know how to run a park picnic! A happy lunch hour celebrating Australian Reading Hour #brbreeding



Love2Read

9 33

Tweets Media Likes

You Retweeted

**Aust Publishers Assn** @AusPubl... · 4d  
It's time 🍰📖☕  
#australianreadinghour #brbReading



1 9 28

# Australian Reading Hour

## Taking Part

### Leading Edge



You Retweeted  
**WalkerBooksAustralia** @Walker... · 4d  
Office outing for the Australian Reading Hour! #brbReading [readinghour.org.au](http://readinghour.org.au)



Love2Read

13 retweets 27 likes

You Retweeted  
**NSW Writers' Centre** @writingN... · 4d  
Pretty nice spread for Australian Reading Hour 🍷🍰🥗📖  
#BrbReading



2 retweets 7 retweets 34 likes

# Australian Reading Hour

Taking Part

SCHOOL NEWSLETTER



## Australian Reading Hour

On Thursday September 14th, 2017, 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. In adults, it has been shown to reduce stress by 68% more than listening to music, going for a walk, or having a cup of tea.

We will all be celebrating Reading Hour in class tomorrow (with younger children a bit less!).

I encourage all families to make the time to celebrate Reading Hour together as a family tomorrow and show the children how much you value reading.

Preschool were very excited to see the fairies had left them a new friend



# Australian Reading Hour

## Taking Part

OPUS Printers

