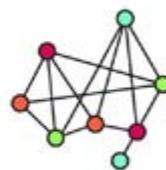




The **Reading** Hour



AUSTRALIAN
PUBLIC LIBRARY
ALLIANCE



Report 2015



The Reading Hour is one of the most celebrated annual reading initiatives in Australia. The Reading Hour emerged from the National Year of Reading 2012 and is an ongoing campaign from Love2Read, funded by the ALIA Australian Public Library Alliance and in partnership with the Copyright Agency Cultural Fund. It supports individuals, families and communities to discover and rediscover the joy of reading.

The Reading Hour reminds parents, caregivers and families that reading together doesn't have to be a massive undertaking in their increasingly busy lives, but rather encourages the 'anytime, anywhere' mantra, building a foundation in society whereby reading is a gift, given freely.

**Any time,
any place!**

Key Message and Mission

The key mission statement for the Reading Hour campaign is:

**'Any time, any place!
(Any time is Reading Time).'**

**'Share a book with your child
for 10 minutes a day,
an hour a week,
and give them the gift of reading.'**



The Reading Hour promotes the benefits of reading and storytelling as critical life skills. Reading is a catalyst for wellbeing and The Reading Hour provides an opportunity for libraries, authors, illustrators, educators and other professionals to work together towards the goal of Australians being a nation of readers.

The Reading Hour has a responsibility, and a commitment to encourage an easy 10 minutes a day of reading, instilling a love of literature into future generations, and embedding the importance of the written word into our creative, behavioural, and cultural psyches.



Objectives

- Raise awareness and visibility of reading in Australian homes and classrooms.
- Support the shared goals of schools, parents, and educational bodies in raising and steadily promoting the value of reading.
- Be an on-going and consistent reading resource for parents, teachers, and caregivers, by connecting them with a network of libraries and other reading organisations.
- Continue to strengthen Australia's reading culture, driving the consumption of books and literature.



2015 National Ambassador: Chrissie Swan

William McInnes did a terrific job as The Reading Hour's 2014 Ambassador, so much so that the strategic decision was made to secure a 'Hero' celebrity ambassador again in 2015. This year needed someone who could speak nationally for the campaign as well as encourage author participation at a local level, and despite having massive shoes to fill, Chrissie Swan more than lived up to the role.

Chrissie Swan is a Gold and Silver Logie award-winning radio and TV broadcaster, author, columnist, and an ambassador for CARE Australia since 2010. Chrissie published her first book, *'Is It Just Me? Confessions of an Over-Sharer'* in 2013.



Chrissie
Swan

Swan was a perfect choice for the Reading Hour National Ambassador role. As a mother with a very successful, and busy career, she is a walking embodiment of the mantra that there is always time to read with your kids.

“Reading has always been so important to me and when I had kids, books were an integral part of the time we spent together. I read to each of my kids at least once a day and now my eldest is reading by himself at night, which is a real thrill for both of us! I always tell my kids, only the smartest people know you can never be bored or lonely if you have access to a simple book.”

Chrissie Swan, 2015

“I read to each of my kids at least once a day and now my eldest is reading by himself at night which is a real thrill for both of us!”



TheReadingHour

CHRISSIE SWAN
2015 NATIONAL READING HOUR AMBASSADOR

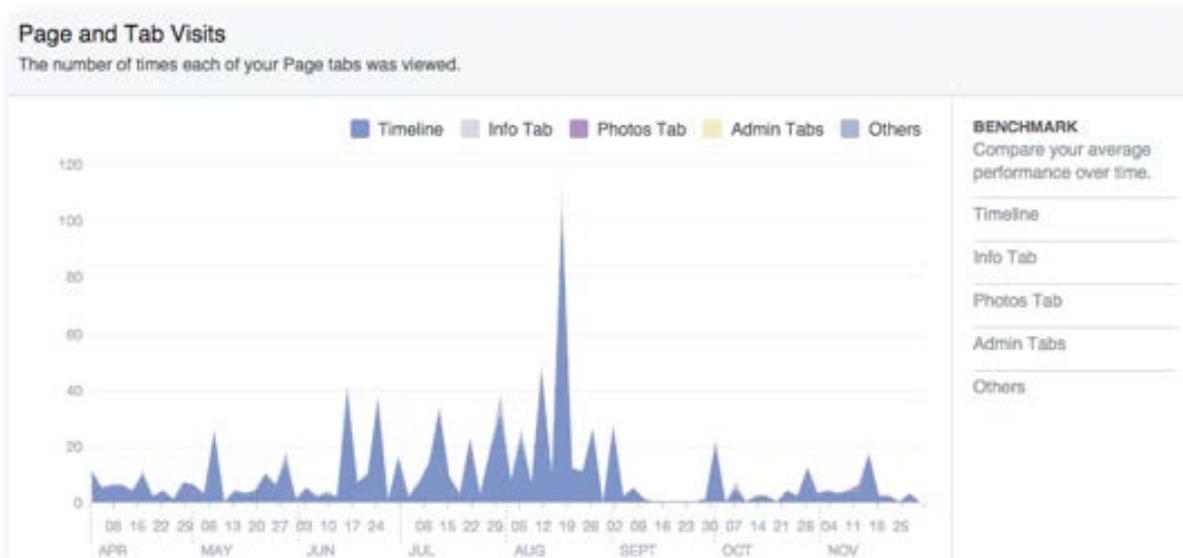
**TUES 18
AUGUST
2015
6-7pm**

Chrissie is an engaging speaker and personality, with an established platform in society, and a personality that resonates with young to middle-aged women in Australia. She conveyed the Reading Hour mission excellently throughout her tenure and we recommend that the 2016 Reading Hour ambassador possess similar attributes.

Event Highlights

The 2015 Reading Hour was held on Tuesday, the 18th August 2015. It is promoted as a synchronised event, whereby a myriad of participants such as libraries, schools, book clubs, community groups and families gather across the country to spend time with each other and hundreds of different fictional characters and stories. The event's intended Hour is always encouraged to be flexible; the concept is to incorporate reading into every day, but on this one day in particular you can be a part of something bigger.

The Reading Hour is a year-round effort to promote reading in every day life, and its featured hour acts as a beacon in the campaign where we can measure engagement and participation rates, as well as get a feel for the true impact of the initiative. The graph below indicates a large spike in web traffic to the Love2Read Facebook page on the 18th August, 2015.



Chrissie participated in a fun story time session at Toorak Library in South Yarra, Victoria on Tuesday 18 August at 4.30pm to celebrate the launch of this year's Reading Hour. While there, Chrissie read some of her favourite children's books to kids, including *'Too Many Elephants in This House'* promoting the ease with which Mums and Dads can pick up a book and share the love of storytelling. In attendance at this event were Sandy Grant (CAL board), and Cheryl Akle (Director, Better Reading). All the children, parents, participants and librarians championed the event as a great success on the day.



Chrissie's event was covered by Channel 10 News in Victoria.



Thanks to the generous support of CAL Cultural Fund Australian authors participated in TRH events around the country.

In addition to our 'hero' ambassador, we engaged Australian authors to participate in local events, which proved to be very successful. The feedback was

- **Kate Forsyth** celebrating this year's Reading Hour at a fun story time session for the whole family at Manly Library.
- **Frances Watts** participated in a special story time session at Mosman Library.
- **Rachael Johns** enjoyed an entertaining literary evening at Karrinyup Library.
- **Tricia Stringer** visited Moonta Community Library to read stories by lamplight.
- Beaumaris Library welcomed well-known comedian and actor, **Colin Lane** to a family story-time with a difference.
- **Wendy Orr** read a story to children by the fire at the Gorgelicious Store in Red Hill.
- Former Paralympic Swimmer, **Jessica Smith** read her book, *Little Miss Jessica Goes to School* to kids who were delighted and inspired.
- **Pamela Cook** read from her new book at an entertaining literary evening at Rockdale Town Hall.



Thank
you!



Libraries were also encouraged to look locally for authors, personalities and ambassadors to support their local initiatives and we supported them consistently through publicity and media support.





Events
Over 100 events were registered with the Love2 Read website, and many more were held nationally.



Celebrate The Reading Hour officially - 18 August 2015 at 6-7pm

We are delighted to announce that Chrissie Swan, one of Australia's most loved TV personalities, is our National Ambassador for 2015.

Chrissie is a radio and TV broadcaster, and is also an author, columnist and fashion label ambassador. She has been an ambassador for CARE Australia since 2010.

In 2011, she was a Gold Logie nominee and Silver Logie winner. In 2013, Chrissie launched her own plus-sized fashion range and published her first book, *Is It Just Me? Confessions of an Over-Sharee*.

Her most recent work includes *I'm a Celebrity Get Me Out of Here!*, a guest spot on the Fox FM breakfast show with Fif and Dave, and writing for the *Herald Sun Magazine*. Her next project is *The Great Australian Spelling Bee*, which she

[REGISTER YOUR EVENT NOW!](#)

Founders and partners

In partnership with
The Copyright Agency Cultural Fund



LIKE TWEET FORWARD

Activity & promotion
The Reading Hour is an event driven initiative that is promoted through social media, existing database and partnerships.

Over 77,000 people reached through the EDM promotional program.

Love2read with Chrissie Swan Official.
July 31 · 🌐

"I read to each of my kids at least once a day and now my eldest is reading by himself at night which is a real thrill for both of us!"



TheReadingHour

CHRISSIE SWAN
2015 NATIONAL READING HOUR AMBASSADOR

Love2read at Whyalla Public Library.
August 18 · 🌐 · 📍

Whyalla Public Library is doing its part to help increase literacy amongst the community's littlest residents, hosting a Reading Hour event. Pictured were children's program staff Ali Zimmerman and Chris Barby 😊
Read: <http://www.whyallanewsonline.com.au/.../time-parents-hit-th-.../>



TheReadingHour
Our thanks for supporting The Reading Hour in 2015!
In partnership with **CULTURAL FUND**

Love2read shared Western Downs Libraries's photo.
August 20 · 🌐

Chill out with your Dad (or whoever you like to read with) at our National Reading Hour celebrations at Tara, Chinchilla and Dalby this Friday. Booking essential at www.westerndownslibraries.com/readinghour Via @Western Downs Libraries



TheReadingHour
FRIDAY 21 AUGUST
Tara, Chinchilla & Dalby
westerndownslibraries.com

Western Downs Libraries
August 19 · 🌐

Chill out with your Dad (or whoever you like to read with) at our National Reading Hour celebrations at Tara, Chinchilla and Dalby this Friday. Booking essential at www.westerndownslibraries.com/readinghour

Love2read shared MOONTA COMMUNITY LIBRARY's event.
August 5 · 🌐

Stories by Lamplight! Enchanting event idea by MOONTA COMMUNITY LIBRARY for the 2015 Reading Hour! Looks like fun. Just 13 days to go! #readinghour

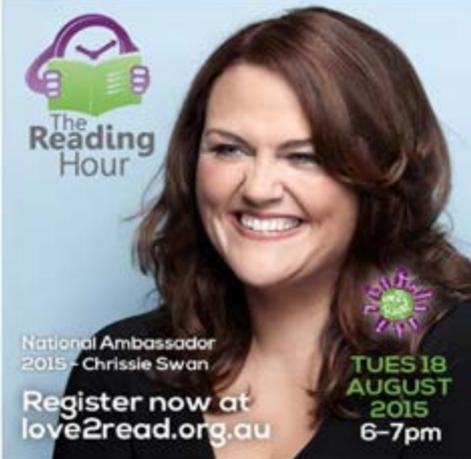


TheReadingHour

18 AUG Love2Read National Reading Hour - 'S...
Tue 6:00 PM in UTC+09:30 - MOONTA COMMU...
★ Interested

Love2read with Chrissie Swan and Chrissie Swan Official.
August 12 · 🌐

The final countdown! Are you ready to celebrate the national Reading Hour in 6 days across the country? #readinghour
<http://www.love2read.org.au/centre-submit.cfm>



The Reading Hour

National Ambassador 2015 - Chrissie Swan

Register now at love2read.org.au

TUES 18 AUGUST 2015 6-7pm

Love2read
September 15 · 🌐

2015 Reading Hour Highlight: Wesley College in South Perth



Wesley College supports Love2Read and the READING HOUR

Reading is important. If you know how to read then the whole world opens up to you.

Love2read shared Goulburn Mulwaree Library's event.
August 6 · 🌐

Ever wondered what the library would be like after dark? Goulburn Mulwaree Library will be celebrating The Reading Hour with a special evening storytime by torch light! BYO: torch to help light up the library!



Glow!

18 AUG Let It Glow - Reading hour
Tue 5 PM - Goulburn Mulwaree Library - Goulburn
11 guests
★ Interested

Love2read shared Australian Library and Information Association's photo.
August 18 · 🌐

Chrissie Swan Official a great ambassador for #TheReadingHour filming for Channel 10 news - ALIA VIC State Manager Love2read



Read. Explore. Imagine.

Australian Library and Information Association at Torak/South Yarra Library
August 18 - South Yarra · 📍
★ Like Page

Chrissie Swan Official a great ambassador for #TheReadingHour filming for Channel 10 news - ALIA VIC State Manager Love2read

Love2read with Cheryl Akle and 7 others.
September 2 · 🌐

It's a wrap! ... Thanks to all of our ambassadors, partners and friends for your support and helping us stage another successful Reading Hour in 2015.

Do send us a brief report of your event activities to share in our yearly campaign wrap and we hope you will continue to help us toward the shared goals of lifting literacy rates, uniting a national network and Australia becoming a nation of readers. Keep in touch! & Subscribe to our official newsletter here:
<http://www.love2read.org.au/index.cfm>

Love2read shared Moonee Valley Libraries's photo.
August 14 · 🌐

Michael from Avondale Heights looks like he should be reading 'World Domination in 3 Easy Steps'... but he's just too nice to even think that way! #readinghour via Moonee Valley Libraries



Love2read shared Little Miss Jessica's photo.
August 19 · 🌐

We had a fantastic time today reading "Little Miss Jessica Goes to School" to these kindy kids 😊
They were all so excited that Little Miss Jessica was a real person! They read the book then talked to the kids about all the things that made her special... See More




THANKS!



Over 300,000 people reached through Love2Read/TRH Facebook page

Moose Valley Libraries
22 mins · 48

Daniel's 'bump' is already quite well-read! #readinghour

Birling Libraries shared their album: **Reading Hour 2016**
19 August · 48

What do you do for Reading Hour? We had loads of fun and would like to thank Rachel Johns, David and Meg Cuddy, and all our staff for helping us celebrate in style! #readinghour #betweentwos

Robson Bay Libraries selected 7 new photos to the album: **Show us your reading hour**
12 mins · 48

The Reading Hour is Tuesday 18 August at 6pm, and we want to see... Where do you love to read?

Harlequin Books
29 August 2015 · 48

We are proud to support Love2Read and their Reading Hour initiative which launches today!

Share a book with your child today at 6pm & give them the gift of reading! #readinghour #love2read

The Little Big Book Club
18 August · 48

What stories will your family be reading tonight?

Join in Reading Hour celebrations from 6pm-7pm local time. Love2Read <http://www.love2read.org.au/#readinghour>

Birling Libraries selected 10 new photos from 19 August to the album: **Reading Hour 2015**
18 August · 48

Birling Libraries celebrate Reading Hour

Clare and Gilbert Valleys Library Service
21 July at 17:42 · 48

Celebrate Reading Hour @ your Library

Any hour is Reading Hour but like it's environmental counterpart Earth Hour, Reading Hour is a time to focus on the importance of reading, especially reading to and with children.

To celebrate the Clare Valley Discovery Centre is hosting a special community bedtime story session on Tuesday 18th August 2015 between 6-7pm. The event is free and all families with children are invited to join in with stories and activities. Warm Milo and bread butter will be provided and children are encouraged to come in their PJ's. For more information or to register phone the Library 80423817.

Alex Field
18 August · 48

Share a book for #readinghour

Kaiser Bros. Ford-Lebanon
12 August · 48

Fluffy and 'Zeki' Kaiser participate in reading hour at the Palmyra Library through K-Pets Therapy Animals. Children come in and get to read to the dogs. It's a highlight of everyone's week, as you can see! #therapydog #library #palmyra #community #readinghour #kaiser

Mundijong Library
@MundijongLib

Reading Hour is on Tuesday, 18 August at 5.30pm to 6.30pm #library #readinghour #love2read pic.twitter.com/L800fQbXS

City of Geelong
11 Aug 11:30am

Celebrate Reading Hour for children to a special Books at Bedtime Pajama Storytime @ Auburn Library 18 August at 6pm #reading #readinghour #books #libraries #storytime #pajamastorytime

The Reading Hour

sharing a book with your child for 10 minutes a day, an hour a week is our aim for The Reading Hour on the 18 August 2015. We know it's not always possible for parents to share a book at bedtime with their children, but if you can manage 10...

Central Highlands Libraries shared their photo
12 mins · 48

The city is here! Tonight, in conjunction with Love2Read @olyvofballarat @Ballarat Library is holding THE READING HOUR. Wear your PJ's & come along for lots of stories, Milo & Teddy Bear biscuits!

Unplugged
18 August · 6:00am · 48

Celebrating the Reading Hour at Bubup #readinghour #readinghour

George the Farmer shared Kimberley Mullen's video
17 August · 48

Another beautiful clip from my Reading Hour event at The Mount Gambier Library on Saturday. Over 170 toddlers and adults dropped in for our super last minute, live event! Check out the toddlers boozing to 'The Harvest Hop!' Thanks to my mate Kimberley for sharing. #readinghour #love2read #agchatz Pip Courtney Journalist From Farm to Fork

Knox City Council
21 August 2015 · Melbourne · 48

We know there's always plenty to do on Saturdays, but this coming weekend—24th August—we've got a suggestion for something interesting to do at 6pm. That's when Reading Hour is on, all timed to coincide with the launch of Children's Book Week.

Our friends at Eastern Regional Libraries have been promoting Reading Hour and have posted a lovely video about that event here: <http://m.youtube.com/watch?v=...>

You can also find out more by using #ReadingHour on Twitter and looking at p... See More

The Reading Hour with Tania McCartney

The Reading Hour is an annual initiative, held on the Saturday after Book Week each August. Designed to encourage parents and carers to read to children, it...

Central Highlands Libraries

8 to 9pm Tuesday 18 August, Ballarat Library

Sharing a book with your child is the chance of becoming a good reader. The Reading Hour is some stories, some...

Hachette Australia Books shared The Reading Room's photo
18 August 2014 · 48

This is especially true today, with Love2Read's #ReadingHour taking place between 6-7pm. What book will you be reading this evening?

<http://www.love2read.org.au/readinghour.htm>

Every good day ends with a book.

City of Canada Bay Libraries shared City of Canada Bay Libraries's photo
18 August 2014 · 48

Did you know reading helps to boost your analytical thinking, enhances memory and expands your vocabulary?

Just three more reasons for youngsters to join City of Canada Bay Libraries' #readinghour tonight!

City of Canada Bay Libraries @ Concord Library
18 August 2014 · 48

Did you know reading helps to boost your analytical thinking, enhances memory and expands your vocabulary?

Just three more reasons for youngsters to join City of Canada Bay Libraries' #readinghour tonight!

Central Highlands Libraries

Sharing a book with your child is the chance of becoming a good reader. The Reading Hour is some stories, some...

Reading Hour: 'My Favourite'
18 August · 48

Reading Hour is a campaign reminding us to take time for our hectic schedules and indulge in a book. On Tuesday 18 August from...

George the Farmer shared Kimberley Mullen's video
17 August · 48

Another beautiful clip from my Reading Hour event at The Mount Gambier Library on Saturday. Over 170 toddlers and adults dropped in for our super last minute, live event! Check out the toddlers boozing to 'The Harvest Hop!' Thanks to my mate Kimberley for sharing. #readinghour #love2read #agchatz Pip Courtney Journalist From Farm to Fork

Jessica Smith @jessicasmith_jm
Had a great morning reading 'Little Miss Jessica Goes to School' to the kids #readinghour @concordlibrary @concordlibrary

New Frontier Publishing
18 August · 48

Celebrate #readinghour by sharing a book with your child tonight.

The Reading Hour

Sharing a book with your child for 10 minutes a day, an hour a week is our aim for The Reading Hour on the 18 August 2015. We know it's not always possible for parents to share a book at bedtime with their children, but if you can manage 10...

Prime Minister's Literary Awards shared Love2Read's photo.
13 August · 48

From Love2Read, Celebrate the joy of reading in 1 week! Official national The Reading Hour event. <http://www.love2read.org.au/>

Over 400,000 people reached on the Better Reading Facebook page, as well as many libraries & publishers promoting and sharing their events through their own Facebook & Twitter accounts.



TheReadingHour



Give the gift of reading!
Share a book with a child for
10 minutes a day, an hour a week.



Visit www.love2read.org.au for more
ideas on discovering the joy of reading



Discover and rediscover the joy of reading
www.love2read.org.au



Discover and rediscover
the joy of reading

TheReadingHour

www.love2read.org.au

love2read

*Dynamic promotional assets available to
download online for convenience & customisation*

POS material
was provided to
organisations
holding
The Reading Hour
events

HEATHER LYMBURN

Manager – Library and Information Services, Clare and Gilbert Valleys Council

“To celebrate Reading Hour the Clare Valley Discovery Centre hosted a special community bedtime story session on Tuesday 18th August 2015 between 6-7pm. The event was free and all families with children were invited to join in with stories and activities. Warm Milo and biscuit supper was served and many children dressed up in their pyjamas and brought along teddy’s. Milo and biscuits were provided. 29 children, 26 adults and 3 babies attended the event. Many families attending were families who were unable to attend regular story time sessions during business hours, so it proved an excellent outreach activity.”

HANNAH RYDER

Youth Services Librarian, Lifelong Learning

“Kids came dressed as their favourite book character and enjoyed a dazzling storytime by Josephine Bacon! Children listened, sang and danced through some of this year’s shortlisted Children’s Book Week books.”

LOUISE MRDJEN

Manager Library Services - Darkan Library Western Australia

“We had a small and fun Reading Hour at the Darkan Library. We had Janice King and Wayne Stockley, two popular locals, as our special guest readers. Janice and Wayne took turns in reading wonderful stories to our keen children.”



**Community
Feedback**

UNITY KERSLAKE

Library Assistant – Manly Library

KATE FORSYTH at Manly Library

“It was wonderful having Kate at The Reading Hour last Tuesday. Kate enthralled us for the full hour with a variety of stories from her books and the ‘treasures box’ ... All the guests thought that Kate was exceptional and went out buzzing from the story -time eager to read her latest books.”

CASEY SIMMONDS

Library Assistant – Swan Hill Regional Library

“Kids pulled on their PJ’s, grabbed their teddy bear and came into Swan Hill Regional Library for a special evening Storytime. Special guest reader Max Carroll (local teacher) entertained the little (and big!) kids with songs (such as The Chicken Dance) and a beautifully animated reading of Michael Rosen’s We’re Going on a Bear Hunt. Kids then made bear masks and roared their way around the library on their very own bear hunt! Through the swishy grass, into the deep dark tunnel to find... chocolate teddy bears at the end! We’ll definitely go on this bear hunt again!”

JANE MCGRATH

Teacher-Librarian Wesley College, Perth

“Reading Hour at Wesley College in South Perth, 1st September Students (boys) in years 9-12 and their teachers, spent their assembly time reading, with the balance of the hour to be finished at home. This is the second year Wesley has done this and something that will continue in the future.”



In 2015, the Official Reading Hour campaign was a resounding success. With over 100 registered events across the country, The Reading Hour managed to create unprecedented levels of participation, not just from libraries and schools, but also from families in their homes and bed-time routines.

Engagement across social media reveals the proliferation of reading culture and its steady growth in Australia. By continuing to regularly post interesting and original content, updating the website and strengthening the online community, while maintaining its reputation as a recognised literary and educational resource, Love2Read and the Reading Hour will see its impact surge over the coming years.

Conclusion

COPYRIGHT AGENCY
**CULTURAL
FUND**



**BETTER
READING**



NSW Public Library
Associations

**Thank you
to our
partners**