

COMMUNITY SERVICES COMMITTEE**11 JULY 2012****10**

CAIRNS LIBRARIES NATIONAL YEAR OF READING 2012

L Finkelstein: 1/53/1-09: # 3632891

RECOMMENDATION:

It is recommended that Council notes the progress and plans for National Year of Reading 2012 conducted by Cairns Libraries.

INTRODUCTION:

This report informs Council of the progress of the National Year of Reading Project across the region year to date from the official launch on 14 February 2012. The report also highlights plans for the remainder of the year.

BACKGROUND:

According to the 2006 Adult Literacy and Life Skills Survey (Australian Bureau of Statistics) nearly half the Australian population struggles without the literacy skills to meet the most basic demands of everyday life and work.

In response, Australian libraries and library associations are behind a campaign to turn 2012 into the National Year of Reading, linking together all the great things that are already happening around books, reading and literacy and giving them an extra boost, with inspirational programs and events taking place across the country.

Libraries are partnering with government, the media, writers, schools, publishers, booksellers, employers, child care providers, health professionals and a host of other organisations that share a passion for reading and national literacy.

The National Year of Reading 2012 (NYR2012) organising body recruited a number of national identities including authors, artists, business and sports identities, to act as national and state Reading Ambassadors to support and promote the year across the country.

Cairns Libraries has traditionally supported state, national and international programs to promote reading and literacy and this year has been identified as one of the major contributors to NYR2012.

COMMENT:

In line with the Libraries Strategic Business Plan 2011-2016, the library commenced organising NYR2012 in May 2011. A dedicated Steering Committee was formed to develop and strategically plan innovative literacy programs for all ages, events, a targeted marketing and promotions campaign, procure specially branded merchandising materials and deliver inspirational programs throughout the year.

One of the goals is to reach as many disengaged and hard-to-reach members of the community to encourage or reinvigorate the love of reading in any format via the library and local networks. In order to reach the desired outcomes across the region some unique initiatives have been crafted and implemented throughout the year including:

- The recruitment of some renowned local identities as National Reading Champions. These champions are using their vast personal and business networks and community influences to raise the profile of the project and of libraries. They have attended high profile launch events, participated in an outside broadcast and a multimedia advertising campaign as well as taking part in numerous library and outreach programs over the first six (6) months of 2012. These successful activities have created the momentum for the second half of the year with a number of planned events and competitions as well as a final closing celebration planned for late in the year or early 2013.
- Events such as visiting author chats, exhibitions, computer, writing and family history workshops, competitions, community engagement sessions, special guest storytimes, outreach with library mascot, Dewey and special visits by local high profile sporting teams such as the Skytrans Taipans and Northern Pride to particularly encourage children's and young peoples' love of reading.
- A 'Baby Ways' membership drive to encourage new and growing families to join babies as library members from birth. The promotion includes a free board book and early literacy eBook.
- The engagement and establishment of strategic partnerships and alliances with key community, business, state and federal government bodies and educational institutions including Tropical North Queensland Institute of TAFE, State Library of Queensland, the Seven Network, Southern Cross Austereo, Education Queensland, Catholic Education, Telstra, Event Cinemas, Cairns Civic Theatre, Australian Library and Information Association, Tropical Writers Group, Cairns Early Years Centre, James Cook University, Cairns Regional Gallery and ABC Far North. Apart from assisting with marketing and events, these bodies facilitated access to an increased audience base and in kind support funding.
- The design of a multimedia advertising campaign highlighted by a series of radio and television commercials featuring several National Year of Reading Champions throughout the year advocating for Cairns Libraries and how reading influenced their lives and lifestyle. In excess of 700 adverts were aired on radio and television from February to end June. This was part of the partnership with Seven Network and Southern Cross Austereo.

- The development of significant online marketing initiatives including contribution to the national website: [www.http://www.love2read.org.au](http://www.love2read.org.au) , creation of our own Libraries social media sites, Facebook and twitter. The reach of Cairns Libraries via this new medium has exceeded all expectations.
- The development and launch of a new Cairns Libraries Website and NYR12 Blog.
- The design and production of a tri-monthly e-book program detailing recurring and special events. This is found on the Cairns Libraries website: www.cairnslibrary.com.au and is updated monthly.
- Creation and distribution of Cairns Libraries' NYR2012 merchandise, banners, posters and displays.

In excess of 1,384 people have attended special NYR2012 events in in libraries so far this year. The reach of the campaign extended beyond branch libraries with library staff and Reading Champions participating in external community festivals and events.

CONSIDERATIONS:

Corporate and Operational Plans:

Corporate Plan:

2.5 Improve library services and facilities to build social capital, increase community capacity and literacy, encourage lifelong learning and support cultural diversity

2.6 Improve the capacity and wellbeing of valued areas of the community that traditionally have difficulty being heard

6.6 Be innovative and work in collaboration with key stakeholders, suppliers, partners and in collaboration with Council Boards and Reference Groups

Operational Plan:

Libraries Network Operating Initiative No 5 – Seek opportunities to develop adult literacy collections and programs across the region

Statutory:

Nil

Policy:

Nil

Financial and Risk:

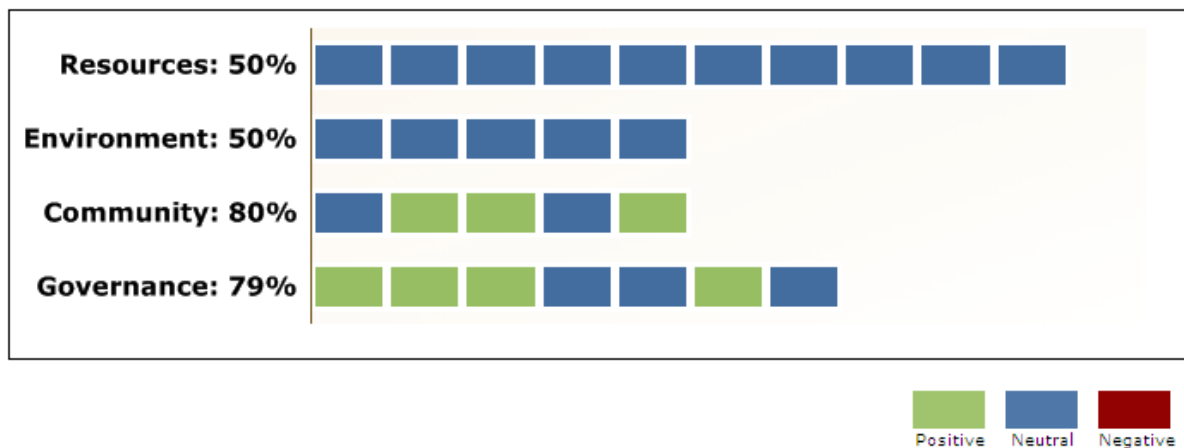
External Grant funding for the NYR2012 Project was supported and provided by The State Library of Queensland (SLQ) 2011-12.

There were no operational budget implications.

Funding for the rest of the calendar year will be sourced from the SLQ 2012-13 Book Grant.

Sustainability:

Initial completion of the Sustainability Scorecard (extract below), confirmed that the National Year of Reading program has had a positive impact on the areas of Community and Governance – delivery of new or improved community programs, improved access to services for all members of the community has supported employment in the region, via external businesses.



CONSULTATION:

Council's Executive Team and officers, SLQ, National Year of Reading Champions, Cairns Libraries Leadership Team and officers, Community consultation, JCU, TAFE, National Year of Reading Steering Committee and National Year of Reading Website.

CONCLUSION:

The first six months of Cairns Libraries National Year of Reading campaign has been highly successful. Attendance rates at all events have been to capacity and the feedback from the community has been outstanding.

Relationships have been built and strengthened with various organisations in the region and Cairns Libraries Reading Champions have played an integral part in the success of the program.

It is anticipated that the events for the second half of the year will also be well received and provide a stimulating conclusion for the campaign.

ATTACHMENTS:

1. Samples of National Year of Reading Banners
2. Samples of National Year of Reading Merchandise
3. National Year of Reading Champions booklet
4. Example of an e-book program

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Strategic Marketing and Partnerships

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Attachments

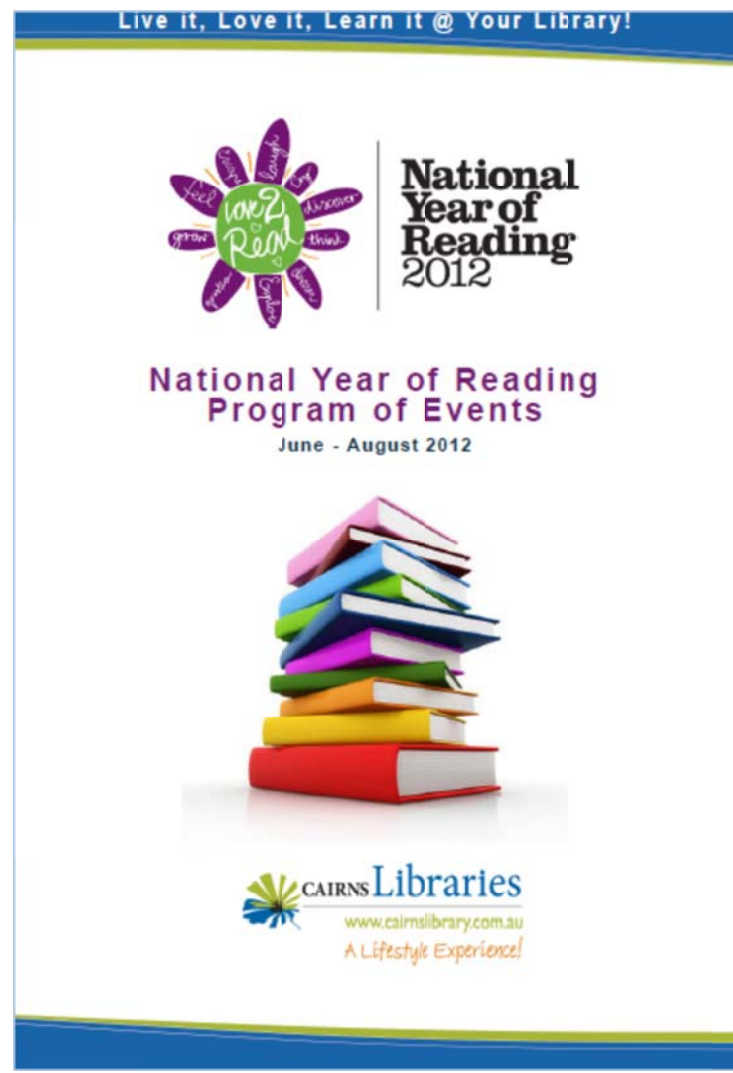
1. National Year of Reading Champions Booklet

<http://www.cairns.qld.gov.au/library/community/national-year-of-reading>

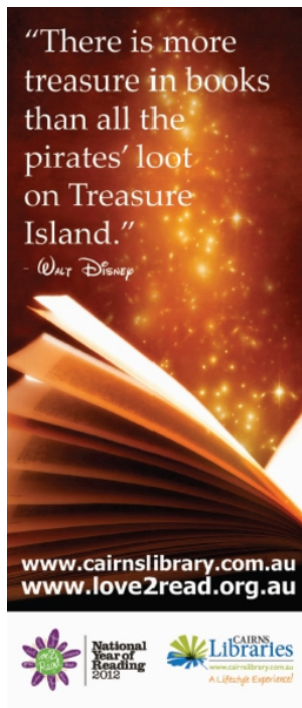


2. National Year of Reading Program

<http://www.cairns.qld.gov.au/library/community/national-year-of-reading/information>



3. National Year of Reading Branch Library Banners - samples



4. Sample of National Year of Reading Merchandise - Slap bands



Highlighters



Sticker

