Live it. Love it. Learn it
at Cairns Libraries

A year of celebration for the 2012 National Year of Reading

Cairns Libraries
www.cairnslibrary.com.au
A Lifestyle Experience!

State Library of Queensland
Queensland Government

National Year of Reading
2012
How the National Year of Reading came about...

In 2006 an Adult Literacy and Life Skills Survey found that 46% of Australians couldn’t read well enough to understand newspaper articles, follow a recipe, make sense of timetables, or follow the instructions on a medicine bottle.

In response, a campaign to turn 2012 into the National Year of Reading joining public libraries, government, community groups, media and commercial partners, and the public began.

National Year of Reading is about:

– Encouraging everyone to read, especially those who lack this skill.

– Encouraging keen readers to find new sources of inspiration.

– Supporting reading initiatives while still respecting the oral tradition of storytelling.

– Creating a culture of reading at the youngest age to raise the literacy level of all Australians.

– For the Cairns region: to raise the awareness of Lifelong Learning as a healthy sustainable culture.

– And most of all, it’s about Australians becoming a nation of readers, who will discover and rediscover the joy of reading.
As the National Year of Reading 2012 draws to a close, Cairns Regional Council and the Libraries’ team would like to thank our NYR12 Reading Champions, partners and friends, whose dedication and persistent hard work produced tremendous success stories across the region over the past twelve months.

Those successful outcomes have not just been on a local scale, but have also been celebrated nationally. Together we have raised the profile of Cairns Libraries services and facilities, and championed the joy and unlimited benefits of reading to our community. A truly amazing program of 620 events was delivered throughout the year attended by over 18,000 people of all ages from all parts of the Tropical North.

Events have included community workshops and chats, annual book sale, children’s storytimes and rhyme times, school holiday activities, competitions, displays, festivals and more. Special highlights include author workshops, special guests joining children’s events and our Get Snapped Reading (Live it, Love it, Learn it…Snap it!) photograph competition in partnership with TAFE.

We also ran a comprehensive television and radio campaign and in-house events featuring our Reading Champions. A total of 355 new babies were introduced to the library through the new ‘Baby Ways’ initiative and a new library website was developed and launched specifically to celebrate NYR12.

Our NYR events have achieved national acclaim and recognition, the success of which has been largely due to the spectacular support of our local NYR Champions and partner organisations that gave time so freely and were strong library and reading advocates. Your personal commitment, professionalism, sense of humour and passion for celebrating the role of libraries and reading within our community was crucial to our outcomes - and we all had a lot of fun in the process!

I would like to especially acknowledge and thank the State Library of Queensland for providing the NYR12 Project funding and a big thank you to the Cairns community, for your continuing support and feedback throughout the year.

Please continue to be enthusiastic advocates and active Ambassadors for Cairns Libraries and for reading. I look forward to our continued association during what is shaping up to be an exciting 2013 in Libraries.

As Albert Einstein wisely said, “If you want your children to be brilliant read them fairytales. If you want them to be geniuses read them more fairytales.”

I wish you another dynamic year full of great reading.

Kerrie Still,
Manager, Cairns Libraries
and Community Development.
Cairns Libraries
National Year of Reading 2012 Champions

To promote reading, literacy and lifelong learning in our local community, Cairns Libraries invited prominent local identities to become **National Year of Reading Champions**. We thank our Champions for sharing their belief in the importance of reading and look forward to working with them in the future.

- Angela Toppin: Principal, Cairns State High School
- Arone Meeks: Contemporary Urban Artist
- Bree James: Publisher and Entertainer
- Brendan Leishman: Indigenous Special Projects Officer, CRC
- Carol Libke: President, Tropical Writers Group
- Deirdre Ford, AM: Former member of State Library Board Qld
- Donna-Maree O'Connor: Deputy Institute Director, TNQ TAFE
- Harald Falge, OAM: Founder of Street Level Youth Care and Harald’s House
- Helene Young: Author, Pilot
- Henrietta Marrie: Professor, JCU
- Ian Lowth: General Manager, CRC
- Janelle Williams: Head of Visual Arts, Trinity Bay State High School
- Kier Shorey: Radio Presenter, ABC Far North
- Marita Cheng: Young Australian of the Year 2012
- Northern Pride: Qld Rugby League Football Club
- Reesa Sorin: Senior Lecturer, JCU
- Ron Todd: Director of Business Development, TNQ TAFE
- Rosemary Iloste: Author, Community Development Worker
- Sharon Molloy: Radio Presenter, ABC Far North
- Shawn Brack: Teacher, Actor
- Skytrans Cairns Taipans: NBL Basketball Team
- Trudie Trewin: Children's Author
- Yvette Salam: Indigenous Employment Coordinator, CRC
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Special Events

Library Book Sale.

Youth Card competition winner Baden Jenkins.

Teddy Bears Picnic.

Family History Workshop with Judy Webster.

Sharon Molloy, Rosemary Iloste and Susan Darby.

Photographic Competition winners Theresa and Colin McCloud with Donna Maree O’Connor.

Dewey the Library Frog at the Family Protection Fun Day.
Children's Events

Trudie Trewin as Matilda the Cow.

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National Year of Reading 2012
Childrens Events

Live it. Love it. Learn it

National Year of Reading 2012
• 9,407 new members of which 355 babies joined under the Baby Ways initiative.

• 1,394,270 library visits.

• 1,135,534 loans which includes e-audiobook downloads.

• 117,891 PC bookings totalling 77,210 hours of use.

• 620 library activities attracting 18,000+ participants.

• 37 marketing campaigns plus the creation of 11 TV and Radio commercials featuring NYR Champions.

• 79,577 web hits and 185,913 page views.
Taipans in the Library

Alex Loughton.

Drew Warren.

Dewey with Dusty Rychart and Ian Crosswhite.

Mick Downer.

Jeff Dowdell.

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National Year of Reading
2012
Taipans in the Library

Alex Loughton with fans.

Cameron Tragardh.

Cameron Gliddon, Alex Loughton, Jamar Wilson and Clint Steindl.

Dusty Rychart and Alex Loughton.

Cameron Gliddon, Jamar Wilson, Lindsay Butler, Clint Steindl and Alex Loughton.

Kerry Williams.
Live it, Love it, Read it, Snap it
Photographic Competition

Colin McCloud - Winner
Tanya Moro - Runner Up
Jayden Kubach - Runner Up

Laura Abdulla - Runner Up
Bianca Johns
Catherine Phillips
Charlotte Biggs

Chelsea Fondacaro
Emily Bartlett
Erene Te Kakau
Francesca Pucci

Garnet Cook
Glen Collis
Idalia Collis
Anthony Debondi

National Year of Reading 2012
Live it, Love it, Read it, Snap it

Photographic Competition

John & Cherie Fransen
Karen Frielingsdorf
Adrian Morris
Lauren Gueinier
Leann Mitchell
Penny Trabant
Salome Thaiday
Sebastian Collis
Selena McMurray
Alexandria Stiplis
Theresa McCloud
Anabel Belson
Angela Lyons
Xavier Tudehepe

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National Year of Reading 2012

in the Media

Authors delight youngsters at library

Young authors to get write idea

Time to hit the books

Taipans swap balls for books

Reading champs support library
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