



National Year of Reading 2012

What has the National Year of Reading achieved in terms of its vision, goals and strategy?

- A LOT of events, connecting with all imaginable population and community groups
- A combining feature, aggregates energy without dictating the fine detail of the activity
- Development of partnerships with organisations offering in kind support – fun and free just like libraries, it's not just about the \$\$



**National
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What are the remaining obstacles to Australia becoming a nation of readers?

- Stakeholder groups that don't 'get' the value of reading and literacy for life skills, for work, for pleasure
- Reading not recognised as important in some communities – often where it is most needed
- Libraries' role in literacy not being fully recognised and resourced



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What opportunities are open to us now and in the future?

- Build on the L2R brand – evolution, tailoring it to different audiences, keep up enthusiasm and visibility
- The power of partnerships – resources, relevance, connection to communities
- Support from all three levels of government and across all parties



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How do we leverage what has happened in 2012?

- Maintain the momentum – people are holding their breath to find out what next
- Take the best programs and scale up
- Keep the ambassadors and partners, and build on the idea of champions
- Extend the reach and profile



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We have built this brand ...



**National
Year of
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More than 2500 physical sites



**National
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\$26million-worth of media



**National
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200,000+ active participants



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Growing public awareness



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Political interest



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What happens now?



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We will use what we've built



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Love2Read is a national library brand



Brand assets

Logo and design

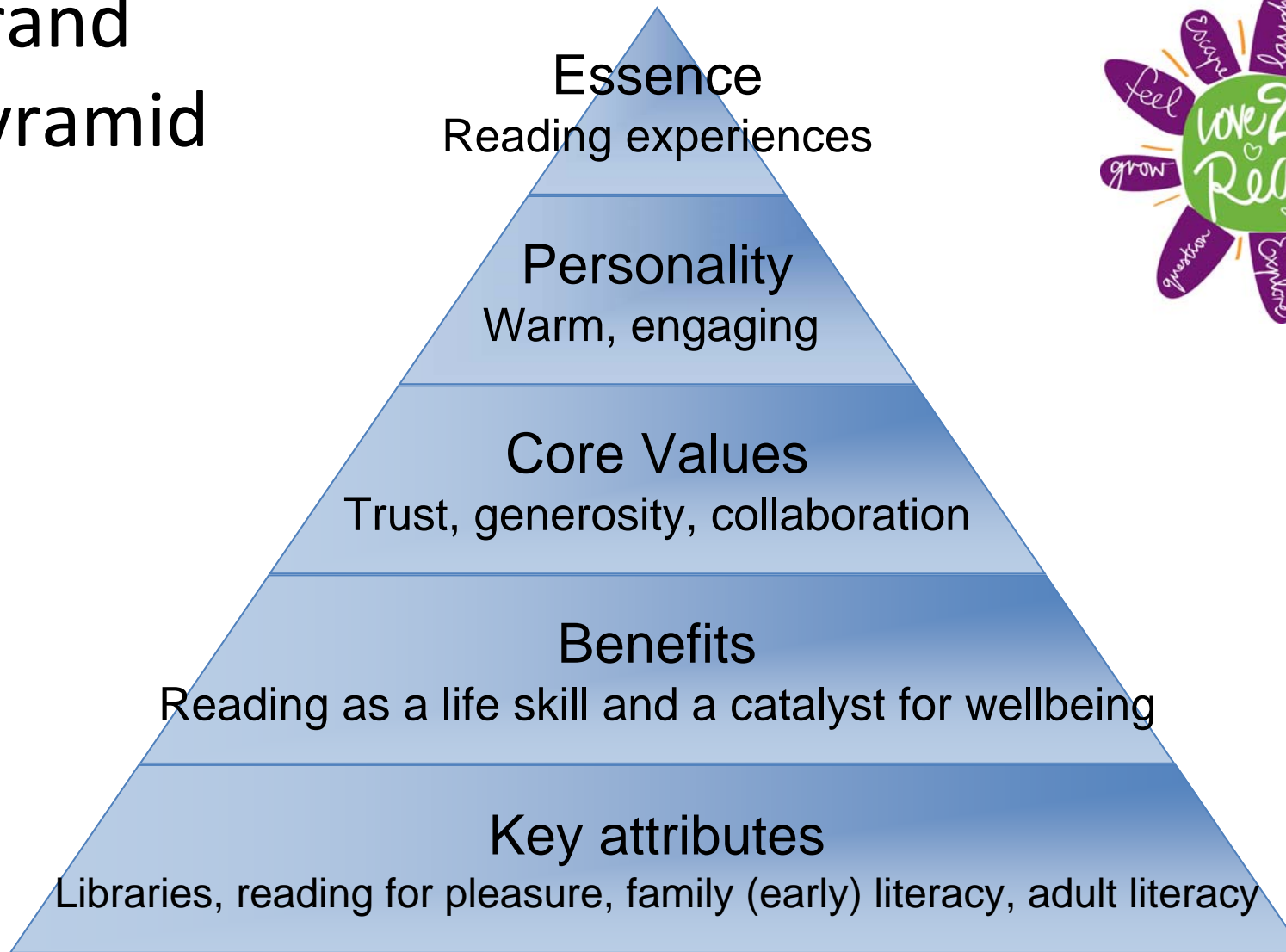
Facebook, Twitter

Website, enewsletter

Awareness

Goodwill

Brand pyramid



What are the benefits for the library sector?



Benefits

Fresh story for libraries

Build on partnerships

National network

What is the brand delivery?



Where you see the brand

Family literacy programs

Adult literacy programs

Reading events, spaces

Reading materials

Reading assistance

How to keep the brand alive



The brand needs

Vision

Management

Development

Marketing

Next steps



A new Love2Read team

'Refresh' website

Future of Reading report

The Reading Hour