

Love2Read 2013 Proposal



Overview

The National Year of Reading 2012 (NYR2012) was an incredible success. Driven by the 15 library founder partners, the campaign reached out to communities right across Australia.

During the year, there were more than 4,000 events – national, state/territory and local. The campaign generated \$26m worth of media coverage, involved 200,000 active participants, 100-plus partner organisations, and 100-plus ambassadors and friends.

Whilst the campaign was originally planned to end on 31 December 2012, so much momentum was generated the founder partners decided to continue the Love2Read (L2R) branding as a second iteration for 2013–2014, with the potential for a further iteration after that.

The Love2Read partners consist of library associations and the state and territory libraries who believe the literacy development of our nation, and the key role of libraries within that, to be of critical importance.

Aim

Love2Read aims to raise the status and visibility of reading and literacy nationwide, and build a unified national literacy network working toward the shared goal of Australia becoming a nation of readers.

Objectives

- To promote the benefits of reading as a life skill and catalyst for well-being.
- To promote a reading culture in every Australian home.
- To raise the status and visibility of reading and literacy nationwide.
- To unify literacy organisations across Australia under the shared vision of Australia becoming a nation of readers.
- To connect readers with writers across the country.

Key Messaging

Love2Read – ‘Discover and re-discover the magic of reading’

The Reading Hour – ‘Share a book with your child for 10 minutes a day – an hour a week – and give them the gift of reading’

Rural Romance Writers Regional Tour – ‘Sharing Great Australian Stories’

Program Elements

Love2Read 2013 will be differentiated by three main programs, which are designed to consolidate the successes of NYR2012, re-launch the Love2Read brand as an ongoing stand-alone asset benefiting libraries and the wider reading community, and maximise opportunities by positioning libraries and the library sector at the forefront of Australian literacy advancement.

The three program elements are:

- Love2Read Branding Re-Launch
- The Reading Hour, Saturday 24 August, 5pm–6pm
- Sharing Great Australian Stories – Romance Writers Regional Tour in partnership with Get Reading! and *The Australian Women's Weekly*

Campaign Elements

Love2Read Branding Re-Launch

The Love2Read brand signifies reading experiences – places to read, things to read, access to them, support of reading professionals and organisations, and people who share one's love of reading.

Carrying and aligning yourself with the Love2Read logo means you share a belief in the fundamental benefits that reading offers to society, and want to play a role in Australia becoming a nation of readers.

Love2Read wants to nurture and grow the community of like-minded individuals and organisations that was established during NYR 2012.

We want individuals, libraries, bookstores, governments, businesses, councils, and schools to be ready to 'Love2Read', for them to 'opt in' by adding the logo to their website, including it on their email signature, pinning up a poster, or rolling out a banner showing that they support the change and want to see the successes of NYR2012 continue into the future.

Objectives

'To re-launch the Love2Read brand as a trusted ongoing asset that can be used by libraries, individuals and organisations to help them achieve their reading-related goals.'

'To unify literacy organisations across Australia under the shared vision of Australia becoming a nation of readers.'

'To promote a reading culture in every Australian home.'

Campaign Elements

- *Call to Action*
A guarantee that wherever Love2Read appears – in a library, a bookshop, a school, or some other

community space – there will be something to read or somewhere to read, and people who share a love of and belief in the importance of reading.

An option for non-venue based organisations to participate will be offered by showcasing the logo and 'opting in' to the brand.

- *Brand Collateral*

Rebrand a suite of materials with the Love2Read logo and make them freely available via www.love2read.org.au.

Negotiate the design and distribution of a 'Love2Read Partner Pack' being made available to libraries and registered organisations, businesses and individuals – subject to funding.

Partner Pack to include:

- Pull-up Banner
- Poster – A3
- Balloons
- Window Decal

Estimated Cost of Partner Pack =

Further merchandising opportunities will be negotiated with other suppliers and offered via the website, similar to what was offered during NYR 2012.

<https://love2read2012.wikispaces.com/Merchandise>

- *Website*

Leverage www.love2read.org.au as a central destination for information on reading and reading related information – both for the general public and for reading professionals.

Create fresh content and keep it up to date with news from partners, friends and the reading community.

Raise the profile of libraries and the role they play as catalysts within their communities by highlighting their work on the website.

- *E-news*

Grow the newsletter subscriber database, both the general public and the professional members, through a subscriber drive.

Promote the new branding and the campaign, and create and maintain engagement with Love2Read's objectives, via the monthly newsletters.

- *Social Media*

Grow the social media engagement by providing consistent compelling content via the social media channels.

- *Costings*

To be confirmed

The Reading Hour – Saturday 24 August, 5pm–6pm

The Reading Hour will take place on Saturday 24 August 2013. While the time will be nominally from 5pm to 6pm, events will take place the week before and at other times on the day in libraries, schools, bookshops, at festivals, and in other community venues.

The Reading Hour will provide an overarching national promotion and strategy that can be leveraged by libraries, individuals and organisations to help them achieve their reading-related goals.

Objectives

‘To raise the status of reading and highlight the benefits of reading for all people and age groups.’

‘To encourage parents and caregivers to ‘share a book with their child for 10 minutes a day – an hour a week – and give them the gift of reading.’

‘To encourage people of all age groups to read a book for an hour a week.’

‘To promote a reading culture in every Australian home.’

Campaign Elements

The campaign will have two elements:

1. A gala event celebrating ‘The Reading Hour’ to be held on a particular day, at a particular time.
2. A commitment by families, individuals, educators and others to create a reading hour at home, in schools, in libraries, and in the workplace, and to replicate the celebration around the country.

- *Launch event and event program*

Launch event to be held Saturday 24 August, 5pm–6pm in Melbourne? To be confirmed.

National event program to be developed via partners and libraries nationally submitting their activities.

- *Partnerships and sponsors*

The following companies have currently committed some level of in-kind sponsorship for this year’s Reading Hour: The Walt Disney Company, Madman Entertainment, Good Reading Magazine, The Big Issue, ABC Local Radio, and Dymocks Children’s Charities.

Sponsorship and participation to be finalised.

- *Ambassadors*

Andy Griffiths has agreed to be a Reading Hour ambassador, and others have also pledged their support.

- *Website/E-news/Social Media*

To be leveraged for publicity and buy in.

- *Costings*

To be confirmed

Sharing Great Australian Stories – Romance Writers Regional Tour in partnership with Get Reading! and *The Australian Women’s Weekly*

Love2Read has the opportunity to partner with Get Reading! and *The Australian Women's Weekly* on their 'Great Australian Stories' initiative. AWW's 'Great Australian Stories' will bring together regional Australian Women and celebrate their inspirational stories as part of *The Weekly's* celebration of 80 years.

The 'Sharing Great Australian Stories' campaign aligns perfectly with Love2Read's core objectives of raising the status and visibility of reading and literacy nationwide, promoting a reading culture in every Australian home, school and community, and connecting readers with writers.

By joining forces with Get Reading! and *The Australian Women's Weekly* as a media partner, Love2Read has an opportunity to achieve these core objectives as well as double their campaign footprint, raise their profile nationally with a core target group, and increase engagement with rural communities via integration at key events around the country.

Participation is subject to financial commitment.

Objectives

'To share and celebrate great Australian stories across the country whilst promoting the benefits of reading and storytelling as critical life skills and catalysts for well-being.'

'To position Love2Read nationally as a brand that promotes a reading culture in every Australian home, school and community, and positions libraries at the forefront of Australian literacy advancement.'

'To connect readers with writers across the country, particularly in regional communities.'

Campaign Elements

- *Ambassadors*

Three to four Australian rural romance writers will be chosen as campaign ambassadors, to act as advocates in promoting the key messages. They will tour and represent Love2Read at key events and in key media during the campaign.

- *Regional Tour*

A regional tour including the rural romance ambassadors would be set up in partnership with Get Reading! to capitalise on the editorial coverage being offered in the AWW, and tie in with key events on the country show calendar.

It is proposed a ute/four-wheel drive is sourced from a dealer sponsorship arrangement and the authors are driven between regional communities and country shows as part of the tour. This would provide media coverage, editorial content, photographic opportunities, and a hook to promote the key messaging. There is also the option of sourcing a regional carrier sponsor to provide remote access.

- *Corporate and Media Sponsors*

The Australian Women's Weekly would be the main media sponsor for this campaign. Get Reading! would also be a partner. Financial sponsorship would be sought from car dealership Holden, and regional airline carriers Rex Airlines or Qantas Link to help provide the travel requirements.

The Australian Rural Women's Network and the Country Women's Associations would also be considered for sponsorship arrangements.

Print promotion would run through 2 to 3 editions of *AWW* and on their digital assets, including their Facebook and app.

- *Publicity Campaign*
A national publicity campaign featuring local media and radio would be set up around the touring authors and their attendance at key events.
- *Website/E-news/Social Media*
To be leveraged for publicity and buy in.
- *Costings*
To be confirmed