



REPORT & SUMMARY

Summer Reading Quest

2021
2022

**An initiative by
Public Libraries
Western Australia**



Summer Reading Quest was sponsored by



Summer Reading Quest was supported by



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Overview



In May 2021 the Libraries, Learning and Literacy Group (LLLG) presented an idea for a Summer Reading Challenge to Public Libraries Western Australia (PLWA).

Based on the interest and support generated from this start point, LLLG reached out for expressions of interest to form a Summer Reading Challenge working group.

This pilot team included:

- | | |
|---------------------|-----------------------|
| • Kirsty Lightfoot | City of South Perth |
| • Lisa Black | City of South Perth |
| • Kirsten Cooper | City of Subiaco |
| • Grace Johnson | City of Stirling |
| • Edwin Zhuang | City of Stirling |
| • Emma Hazeldean | Town of Victoria Park |
| • Charlie Lambert | City of Melville |
| • Michelle Campbell | Town of Claremont |
| • Ruth Healey | City of Joondalup |
| • Margot Kopsen | City of Fremantle |
| • Carolyn Wynn | City of Bayswater |

Overseen by LLLG Chair Samantha Hay from City of Kwinana.

Over July to November 2021 the Working Group met to:

- Decide on the goals/outcomes of the challenge for participants and libraries
- Format and marketing of challenge
- Logo, brand and name
- Network with libraries around WA
- Organise communication channel, resources
- Approach businesses for sponsorship

The result was Summer Reading Quest running from 18 December to 31 January.

Summer Reading Quest was the decided name as it best encompassed the program.

Words like challenge were seen as off putting, and the group wanted anyone to be able to participate and achieve prizes whether they were an avid reader or reading adverse.

Outcomes for Summer Reading Quest (SRQ) were as follows.

- SRQ aims to have kids read more often and create consistent habits
- SRQ aims to increase the amount families visiting local and other libraries
- SRQ aims to broaden comfort zones of participants with different activities, formats and genres.
- SRQ aims to improve participants' overall enjoyment of reading.



Overview



Summer Reading Quest had 3 activities that could be undertaken over the summer.

- **Reading Log**
 - Records hours and days read
 - Any books and any formats could be consumed.
- **Activity Cards**
 - BINGO style, where completing set activities crossed off the card
 - Activities were designed to activate collections, highlight new formats and approach 'reading' in a different way
- **Summer Steps Card**
 - Aimed 0 -5, activities that could be completed over the summer as a family

Sponsorship was provided from:

- **Public Libraries of Western Australia**
 - \$2700 for marketing and printing
- **BorrowBox**
 - \$1000 of audio books (mp3 and CDs)
- **Westbooks**
 - \$1000 of books
- **Better Beginnings**
 - 10 x Better Beginning Backpacks.

Support was provided from

- Fremantle Press
- Rabble Books

in the form of promotion and future sponsorship networks.

SUMMER READING QUEST

This Quest Log belongs to: _____

Age: _____

Total Days Reading: _____

Total Minutes Read: _____

Parent Email: _____

Parent phone number or Library Card number & Library: _____

The email will be used to contact readers if they win state prizes and for a wrap up survey. Phone number to only be used if contact can't be made by email.

Sponsors

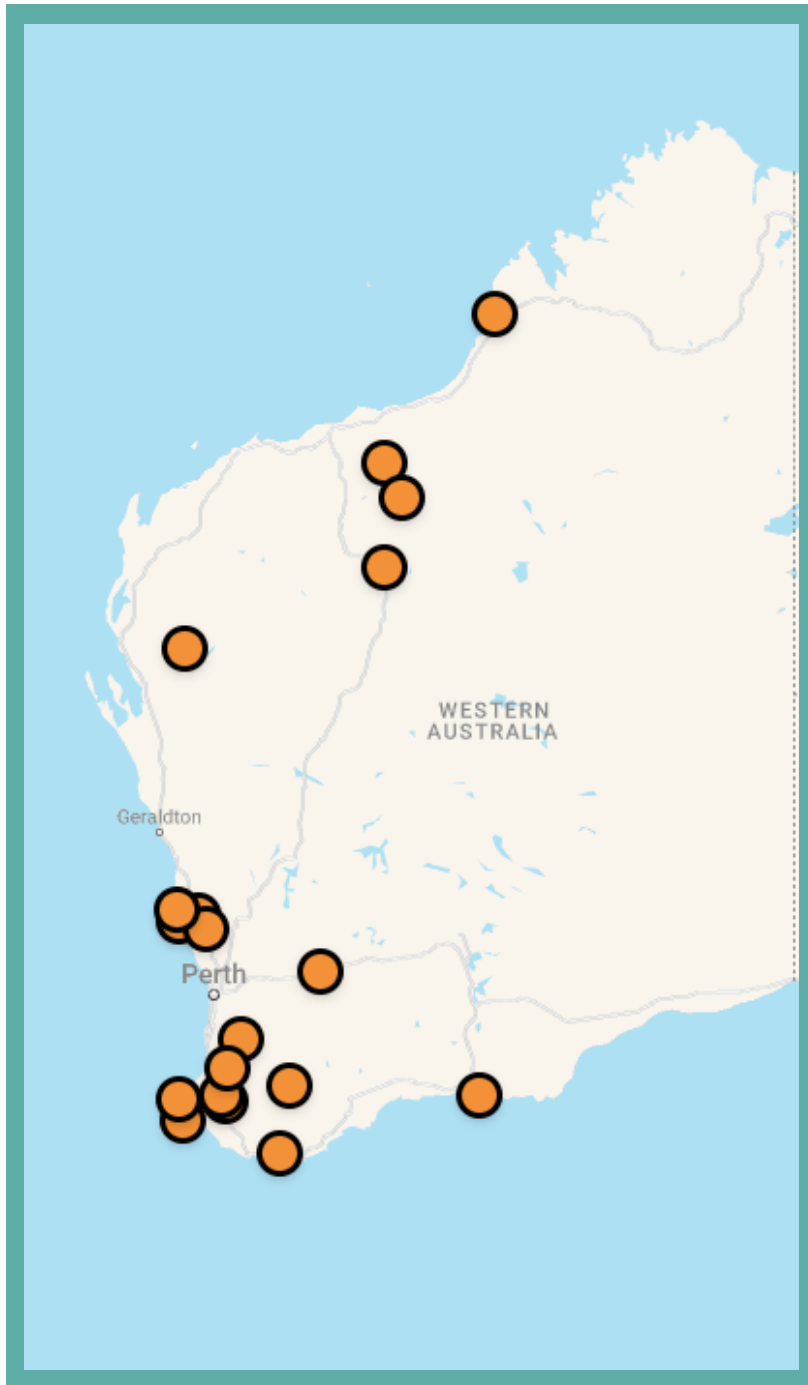
public libraries WESTERN AUSTRALIA

Results

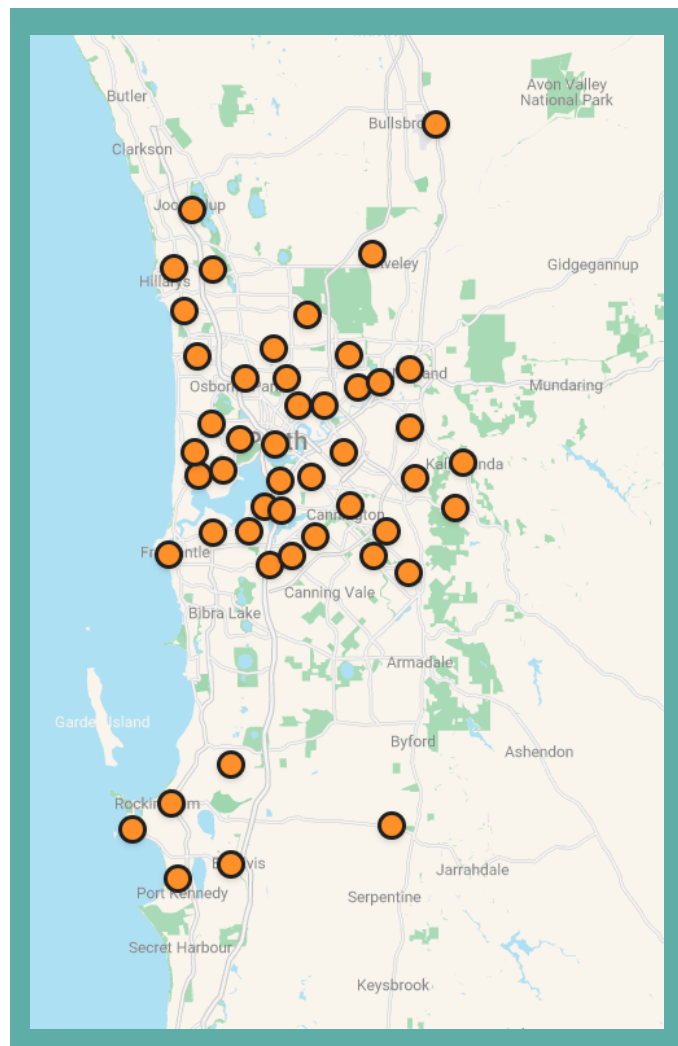


Local Government Reach

- 40 Local Governments participated covering 67 different libraries
- This included
 - 12 Regional Local Governments and 19 Libraries & Community Resource Centres
 - 28 Metropolitan Local Governments and 48 Metro Libraries



Regional Library Locations



Metro Library Locations

Results

Reading Logs


- 183 Logs were returned and entered.
- A total of 4830 hours were read over the challenge
- The average hours read was 26 hours and 15 minutes.
- For a child to consistently read 30 mins a day they would need to read 22.5 hours.
- 45% of entrants achieved this.
- There were 45 days between the challenge dates – 17 December 2021 and 31 January 2022
- 36% of entrants achieved the maximum amount of days read.
- The average for days read was 36 days with 55% of participants reading above the average.

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55% of
participants
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than 35
days



Results

Adventure Cards & Summer Steps

- 207 individuals returned 345 adventure cards
- The average participant age was 7 years old..
- 33% of participants completed 2 or more adventure cards
- 13 adventure cards was the largest number of cards submitted.
- 67 Summer Step cards were returned.
- The average age of participants were 4 years of age.



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Results

Prize Winners

Most Hours Read

- 1st Toby Hayward
- 2nd Hayley Wilkins
-

Most Consecutive Days

(Random Draw as 35% read all days)

- Jordan Chee
- Shagum Suthar
- Shiravan Kurup

Most Adventure Cards

- Lianne Kim
- Daisy NG

Random Prize Draws

(To promote participating at any reading level)

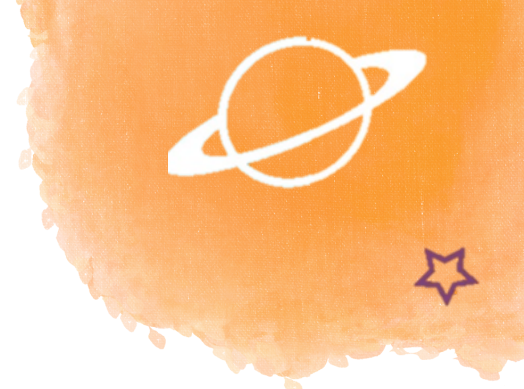
- Jack Shaw
- Mackenzie Versluis
- Amelia O'Hare
- Amita Doval
- Lilli Barndon
- Emma Zhuang
- Jenica Jhuremalani
- Nate Stead
- Erin Fewster
- Leon Horne

Summer Steps Prizes

- Anna Vykhryst
- Sophie Megalli
- Olie Pataleta
- Michael Edwards
- Quinn Garvey
- Frankie duboulay
- Ethan Joy
- Regalin Rout
- Thomas Mellegers
- Isabella Whitmore



Feedback



Being a library centric program the SRQ relied upon honest appraisals from participating libraries on the program.

This was given as written feedback and key themes have been highlighted below.

Overall for a pilot program it was well received, ran through completely and libraries were appreciative for the effort of creating a summer reading challenge filling the gaps left by past challenges (Premiers and Queensland)

SIMPLIFY THE PROCESS

There were too many options, from the engagement channels (logs vs cards) to the amount of options.

- Pair back on the adventure cards
- Realign the focus of the SRQ
- Potentially focus only on Reading Logs
- Look at ways to make the collateral into one sheet and clearer

MARKETING

It was a short turn around for the first pilot year but libraries gave some constructive feedback for the future

- Place for logos needs to be adjusted to suit council logos
- Bleed for professional printing
- Collateral ready earlier
- Media Release and more support around socials and engagement
- Network with schools to get SRQ further out into the community
- Graphics were well liked – bright and engaging.

Feedback

PRIZE PROCESS

Prizes became confusing for libraries as there were options for each local government to choose their own and overall state prizes

- Clear prizes information for the state with pictures
- Streamline the prize process, providing a better skeleton structure
- Look into other merchandising channels for prizes in the future.

COMMUNICATION

There were difficulties in communication of the program to staff on the ground in the library and additional clarity needed for Librarians engaged

- More work around clear concise information for staff on the ground.
- Simplify the project
- Adjust the collateral so it's clearer for participants
- Network with schools to get SRQ further out into the community



Focus for 2022/2023



1

Simplify

SRQ will take on critical feedback from participating libraries and work to simplify the challenge overall.

Changing the number of engagement options, wording on the logs, the prize process and simplifying the report process where possible.

The aim for the Summer Reading Quest is to be effective and accessible not only for families participating but the Libraries supporting the program

2

Communicate

SRQ will work to tackle communication in multiple ways. SRQ recognises that the pilot year was focused on the contact librarian resulting in a lack of dissemination across all staff.

Summer Reading Quest 22/23 will include information sessions, videos and clearer documentation which will allow the SRQ process to be clearer for staff. This will be achieved in part with the first focus to simplify the process.

3

Promote

Summer Reading Quest will work to release collateral and marketing in a timely manner.

SRQ aim to promote through schools at the end of Term 4 2022.

We aim to give Libraries more lead time. and provide additional promotion support through media releases, adjustments to collateral for easier printing and changes to marketing, making it easier for local governments to engage with.

4

Reach

SRQ aims to increase its reach and in particular the number of logs returned.

We will work with schools to engage community that may not be library users and look to communicate and promote across the state as a program.

Using the pilot metrics, SRQ will create new goals to tangibly increase the reach of the project.



Conclusion

There is still a need and want for a summer reading program to exist and Summer Reading Quest has started to take steps to become that program.

Summer Reading Quest was designed by eleven library professionals working externally to their roles and created from scratch in a short time frame.

The pilot program was overall received positively with most libraries excited there was a summer reading challenge built by libraries for libraries. The graphics and branding were impactful and the program was successful with libraries promoting reading and literacy across the summer.

The program was not perfect and there are lots tangible steps that can be taken to improve the Summer Reading Quest.

Each year that the program runs, the stronger and more successful it will become. It will take time, given the SRQ is an external project to those in the working group and its suggested that the 'pilot' be extended to included 22/23 and 23/24 giving 3 years to assess the longevity of the program.

SRQ may evolve into something different beyond the pilot but uptake and feedback demonstrates a demand for a sustainable summer reading program delivered by libraries.



Acknowledgements

Summer Reading Quest would like acknowledges the following people and organisations for their support.

Initiative run through and supported by



Sponsors & Supporters



SRQ Working Group

Kirsty Lightfoot
Lisa Black
Kirsten Cooper
Grace Johnson
Edwin Zhuang
Emma Hazeldean
Charlie Lambert
Michelle Campbell
Ruth Healey
Margot Kopsen
Carolyn Wynn

All participating Local Governments

Shire of Collie
Shire of Serpentine Jarrahdale
Shire of Broome
City of Canning
City of Swan
City of Melville
Shire of Esperance
Shire of Dandaragan
Shire of August Margaret River
Shire of Katanning
Town of Claremont
Shire of Merredin
Shire of Upper Gascoyne
City of Stirling
City of Joondalup
City of South Perth
City of Kwinana
Shire of Carnarvon
Shire of Boddington
City of Gosnells
City of Fremantle
City of Subiaco
City of Bayswater
Town of Victoria Park
Shire of Denmark
City of Perth
City of Kalamunda
Shire of East Pilbara
Shire of Bridgetown-Greenbushes
City of Nedlands
City of Cambridge
City of Rockingham
City of Belmont
Town of Bassendean

We thank you for your
ongoing support of
the Summer Reading
Quest



EPIC ADVENTURES AWAIT