Campaign Review Contents

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Why the Australian Reading Hour?
This first cross-industry reading campaign is supported by the Australian Authors Society, the Australian Literary Agents Association, the Australian Publishers Association, the Australian Booksellers Association, the Australian Library and Information Association and the Copyright Agency Limited.

Thursday 14th September, 2017
The contribution of ALIA and libraries around Australia allowed for the campaign to be extended nationally with a presence in retail, bookshops, and other reading organisations. We are incredibly grateful for their contribution.
Why Australian?

The industry is working together to focus on Australian books and authors in particular.
Why Reading?

There are so many benefits to reading, including:

• Children who know adults who read for pleasure take it for granted that reading is valuable.
• Reading is closely linked to increasing our understanding of our own identities.
• When tested for empathy, readers of narrative fiction achieved significantly higher scores than other groups.
• Reading a gripping novel causes positive biological changes in the brain that can last for days.
• The more leisure books people read, the more literate they become and the more prosperous and equitable the society they inhabit.
• Reading reduces stress by 68%, relieving stress more quickly than listening to music, going for a walk or having a cup of tea.
Why an hour?

Libraries found readers engaged readily with setting aside a very achievable hour for reading on the nominated day.
Branding and Point of Sale

MAKE A DATE WITH A BOOK
14.09.2017
australianreadinghour.org.au

AWPL Shelftalkers
(Airport Booksellers)

1000 x 2, A4 and Skinny A2 Posters

AUTORALIAN
READING HOUR
MAKE A DATE
WITH A BOOK
14.09.2017
#brbReading

250 bags for the Canberra launch and events
Brisbane Writers Festival
Branding and Point of Sale

Wodonga Library, VIC
Australian Reading Hour

Website, Facebook and Twitter
Make a date with a book.

Thursday September 14 2017

Pick up a book and read for just one hour on your own or with your children.

Reader Registration
Show your support by signing up.
Website, Facebook and Twitter

7000 followers
Australian Reading Hour

Digital Content and Advertising Campaign
Australian Reading Hour

Digital Content and Advertising Campaign

Top line results

- 2,602,146 impressions
- 717,048 video views
- 633,414 engagements
- 24.3% Engagement Rate

Social

TIMING
23rd August – 14th September 2017

CAMPAIGN LENGTH
3 Weeks

TOTAL SPEND
$20,000

MARKETS
Australia

MEDIA
Facebook

Commentary:
- Overall campaign was able to drive 1,715 sign ups
- Engagements were defined by views, shares and post reactions to a video
Digital Content and Advertising Campaign
THE WORLD NEEDS MORE READERS

Featuring:
Ray Martin
Rosie Waterland
Michael Robotham
Nikki Gemmell
Cath Keenan
Judy Nunn
Bruce Veneables
Sam Dastyari
Jacqueline Harvey
Deng Adut
Jon Page
Anna Low
Mick Elliott
Michael Brissenden
Rosanna Gonsalves
Amanda Hampson

1. Younger Demographic
- Reach: 369,999
- Impressions: 883,268
- Engagements: 168,084
- Engagement Rate: 19%
- Views: 164,962
- Sign Ups: 43
- Cost Per View: $0.03

2. Commuters
- Reach: 221,286
- Impressions: 372,248
- Engagements: 201,846
- Engagement Rate: 54.22%
- Views: 200,124
- Sign Ups: 75
- Cost Per View: $0.02
Digital Content and Advertising Campaign

Short-form Videos

1. Rosie Waterland
   - Reach: 192,298
   - Impressions: 222,328
   - Engagements: 104,624
   - Engagement Rate: 47%
   - Views: 104,299
   - Sign Ups: 34
   - Cost Per View: $0.02

2. Michael Robotham
   - Reach: 68,885
   - Impressions: 78,868
   - Engagements: 36,162
   - Engagement Rate: 45.85%
   - Views: 35,848
   - Sign Ups: 8
   - Cost Per View: $0.02

3. Roanna Gonsalves
   - Reach: 218,583
   - Impressions: 264,437
   - Engagements: 121,052
   - Engagement Rate: 0.14%
   - Views: 120,780
   - Sign Ups: 38
   - Cost Per View: $0.02
Digital Content and Advertising Campaign

Post Breakdown (combined organic & paid)

Retargeting

1. Retargeting

- Reach: 113,778
- Impressions: 226,109
- Engagements: 945
- Engagement Rate: 0.41%
- Sign Ups: 203
- Cost Per Engagement: $4.00

Source: Facebook

2. Day of the event

- Reach: 75,282
- Impressions: 81,754
- Engagements: 701
- Engagement Rate: 1.6%
- Sign Ups: 27
- Cost Per Engagement: $2.13
## Digital Content and Advertising Campaign

### Social Media
- **Source:** Social
  - Sign Ups: 829
  - % of Total Sign Ups: 48%

- **Source:** Direct
  - Sign Ups: 532
  - % of Total Sign Ups: 31%

- **Source:** Organic Search
  - Sign Ups: 251
  - % of Total Sign Ups: 15%

- **Source:** Referral
  - Sign Ups: 81
  - % of Total Sign Ups: 5%

- **Source:** Email
  - Sign Ups: 22
  - % of Total Sign Ups: 1%

### Web Traffic

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**TOTAL Sign Ups:** 1,715
Key Partnerships – Joy
Joy provide all the creative for the campaign free of charge. Their energy, enthusiasm, professionalism and creativity delivered an outstanding campaign creative.
Digital Content and Advertising Campaign
The World Needs More Readers
Australian Reading Hour

Key Partnerships – Libraries
Organised through ALIA and the newsletter sign ups, over six hundred libraries across Australia, both rural and metro, signed up to participate in the Australian Reading Hour, with more participating on social media and on-site. Libraries across Australia promoted the Reading Hour across social media, with many more hosting author events.
We reached 12 000 people from various libraries in across Australia in four eDMs sent out in the lead up to the Reading Hour.
We had twenty three library events organised through the Love2Read Facebook page, with many more organised independently.
Reading Hour
Libraries – events (highlights)
Broken Hill City Library was live.
14 September

We’re live with story time for Australian Reading Hour! #brbreading
Happy Reading Hour! Tell us what you're reading.

Reading doesn't only improve the mind. It also improves lives and makes better societies by increasing happiness, reducing stress and improving health.

#brtreading
Nice to see a great turn out for the Australian Reading Hour held at the Goondiwindi Library. Thank you to the staff and volunteer readers that helped make this a great event. #tbrReading #tbrockwodd #border limite region #Goondiwindi and District Family Day Care - at Goondiwindi Regional Civic Center.
Libraries – events (highlights)
Libraries – events (highlights)
Libraries – events (highlights)
Vicinity was the most extraordinary partner, supporting the Australian Reading Hour with posters throughout 53 shopping centres, creating author events, book nooks and excellent content for social media.
They even collaborated with the Gympie Library for a reading event.
milduracentral Come and join us for #AusReadingHour tomorrow in our Book Swap! Our free Storytelling session with Mallee Family Care starts at 10.30am. And for the adults - our Book Swap is fully stocked. #brbreading #australianreadinghour

Liverpoolcitylibrary Ted and friends are excited for the Australian Reading Hour tomorrow at Carnes Hill Library, 6pm... more

acaibrothers_liverpool 😊 fantastic 😍
maddingtoncentral Bonding with Books are holding a special session for Australian Reading Hour outside Kmart today! #australianreadinghour #brbreathing

marketing_fran Today, to celebrate Australian Reading Hour, we introduced a Mini Book Exchange @thegatewayshoppingcentre... more

rockinghamcentre Monique is here to start reading her brand new children's book Fergus the Farting Dragon. In our Pop-up Kids Zone #brbreathing
Vicinity

maddingtoncentral @educatedbynature teaching Wombat Stew making for Australian Reading Hour #australianreadinghour

maddingtoncentral We're getting ready to make some Wombat Stew opposite Rockmans from 11am! #bbrreading #australianreadinghour

livingstonmarketplace Rock and Toddle are set up and reading up a storm at Livingston for Australian Reading Hour! #entertainmentbank
Australian Reading Hour

Key Partnerships – Better Reading
Better Reading provided significant digital awareness for the Reading Hour, reaching over 608,000 people in various posts across their communities.
Better Reading reached over 60,000 people through their eDMs sent out reminding people about the Australian Reading Hour.

**The Australian Reading Hour is THIS WEEK!**

It's simple. Thursday 14th September, stop what you're doing, pick up a book, and read for an hour. It's Earth Hour for the mind. Hashtag your pics of the Reading Hour with #brbreading.
Booksellers

Dymocks

Supported in store with 2 x posters going to every store

Supported on Social

Dymocks Catalogue print run 145k, EDM to 630k
Join us as we celebrate Australian Reading Hour with a live reading of True Grit by David Hunt.

Warning: Expect some colourful language!
Angus & Robertson Bookworld is delighted to be taking part in the Australian Reading Hour for 2017!

On the 14th of September, make a date with a book. The idea is to drop everything for an hour and spend that time reading a book instead. What could be more relaxing than that?

Whether you’re reading for yourself or sharing a book with the kids, this is the perfect chance for you to share books! If you’re following our email, you’ll receive some of our favourite titles to get you started.

FOR KIDS

FOR TEENS

FOR THE PARENTS
Australian kids books promotion
Booksellers

AWPL (Airports)

Supported in store with 2 x posters going to every store

Shelftalkers in every store

Supported on Social
Bestselling Aussie Reads

- **The Dry**
  
  By Jane Harper
  
  $9.99
  
  Add to cart

- **Secrets Between Friends**
  
  By Fiona Palmer
  
  $12.99
  
  Add to cart

- **Nineteen Letters**
  
  By Jodi Picoult
  
  $4.99
  
  Add to cart

- **The Trip of a Lifetime**
  
  By Monica McInerney
  
  $12.99
  
  Add to cart
Booksellers – Leading Edge

Supported in store with 2x posters going to every store

Supported on Social
Booksellers

UNSW Bookshop @unswbookshop

Hungry for a book? Take a break and settle in for #AustralianReadingHour!

You Retweeted

Date a Book @DateaBook

Repping @LBardugo for the Australian Reading Hour!
#brbReading

You Retweeted

NLA Bookshop @NLABookshop

We're very excited about #readinghour on Thursday 14th Sep, but we can't choose what to read!
#brbreading @love2readAU

Reply to NLA Bookshop, Love2Read
Posters also went to every QBD, Collins, Readings, Harry Hartog, Berkelouw and Robinsons, as well as to independents and libraries.

All in all over 300 posters x 2 went out.
Australian Reading Hour

Parliamentary Friends Group Launch
The cross-party Parliamentary Friends Groups is lead by Senator Linda Reynolds (LNP) and Graham Perrett MP (Lab). Speeches on the evening were by Linda Reynolds, Thomas Keneally, Mem Fox and Tony Burke MP.
Parliamentary Friends Group Launch

Kim Carr @GenKimCarr

Great to see Tom Keneally last night standing up for Aus publishing which has great new voices emerging to tell our stories. #brbReading

Julie Koh @julekoh

Represented @asauthors last night at the Parliamentary Friends launch, a book industry initiative, and Australian Reading Hour. #brbReading

Tanya Plibersek @tanya_plibersek

The marvellous Tom Keneally launching the Parliamentary Friends of Australian Books and Writers
Parliamentary Friends Group Launch

Tony Abbott
@TonyAbbottMHR

With the Northern Beaches best loved author at the launch of The Australian Reading Hour at Parliament House.

Linda Reynolds
@lindareynoldswa

Thanks Thomas Keneally and Mem Fox for launching Parliamentary Friends of Australian Books and Writers. Thanks @GrahamPerrettMP #brbReading

Aust Lib & Info Assn
@ALIANational

The #AusReadingHour and Parliamentary Friends of Australian Books and Writers were fantastically launched at APH last night. #ALIA
Parliamentary Friends Group Launch

What a thrill to join Mem Fox and Tom Keneally in Canberra last week to meet with MPs and speak of the incredible value and benefits that a culture of reading, storytelling and books brings to our country. Photos courtesy of the Australian Publishers Association's #books #writing #reading #canberra #australiareadinghour #xtbreathing #publishing #memfox #tomkeneally #mattstanton #readmore #readeveryday #readereader #library #booksforlife #readitforlove @embracingreading @becauseofreading @naif8.
Parliamentary Friends Group Launch
Reading Hour
Parliamentary Friends Group Launch

Books, Reading and Literature

Last week I had a wonderful opportunity to read to the Grade 1 class at Our Lady of Lourdes Primary School in Inner South. In light of the fact that I had to read to them, I am going to try my glasses on for this. It was a wonderful experience. I was the mystery reader for the class.

It was made completely easy because the book I read to them was a book called ‘Patterns and Possibilities’ by C. L. Marvin. It is one of the books from my series, although I am reading it to my son who is in Year 8 and he is loving it as well. I have been told that the book, a novel about a man who decides to run for class president, gave rise to a lot of engaging topics. With a merged text, it was really good to have some input from the author, Matt Stannett, but also from the class. They are 7 years old, so the best questions about politics in the Q&A session that I have ever encountered.

What I love is another topic that is not well-covered. Working in the inner schools, I will be launching the parliamentary friends of northern schools on a tour. There will be many books there, including guest speakers. Tim Swan and even Ross, the mother of Bran. I will be in the school with the kids and I will have a few books to give at our school. The main thing people should do is read the books whenever they can. I am hoping that the parents will sign the book that I have for my son, and I am hoping that many people will come along.

Be the first to comment.
It was great to catch up with author Mem Fox to talk about Australian Reading Hour. We can all benefit from reading and Australian Reading Hour is an opportunity for all Australians, young and old, to pick up a book and enjoy the fact that you learn and come to understand so many new things from reading.

#brbreading

For more info: http://bit.ly/AFH4Corp

With author Mem Fox to talk about Australian Reading Hour – chance for everyone to pick up a book and gain benefits of reading.

#brbreading
Simon Birmingham Federal Minister for Education Launch

Scholastic Australia
@ScholasticAUS

Mem Fox visited Parliament House Childcare Centre and read Possum Magic to the children to launch #AustralianReadingHour!

Copyright Agency @CopyrightA... 4d
Australian Reading Hour campaign urges parents to read to their children @AusPublish @asauthors @ALIANational

Dump the device, sharing a book at bedtime is pure heaven
smh.com.au

CUTE! Mem Fox reads to the children at the Parliament House childcare centre. @mearesy piece.
Broadcast:
• Seven Network. News segment, detailing the ARH Canberra event with Simon Birmingham, Mem Fox and Matt Stanton
Media

Radio:
- ABC Radio National, Books and Arts Daily. Special with authors Tom Keneally and Mem Fox on ARH and PFABW
- ABC Melbourne, Afternoons. Interview with authors Danielle Binks and Ellie Marney, re: ARH and the ARH Books on the Rail
- ABC Canberra, Afternoons. Interview with author Matt Stanton
- ABC Hobart, Drive. Interview with author Peter Goldthorpe
- ABC Newcastle, Mornings. Interview with author Jaye Ford
- ABC WA, Statewide Drive. Interview with author Brooke Davis
- ABC Southwest WA, Mornings. Interview with author Sally Murphy
- ABC Central Victoria, Western Victoria and Mildura-Swan Hill, Mornings. Interview with author Susan Green
- 98.3FM, Subject ACT. Interview with Cheryl Akle

*Note: This interview/content was offered up to over 100 community radio stations nationally
Media

Print:
• *Books+Publishing* ran several stories and included a gratis WBN banner
• *The Australian*. Stephen Romei opened his ‘A pair of ragged claws’ column on Saturday 9 September speaking to ARH
• *Who*. Included a mention of ARH in their ‘The List’ books section, September 18 edition.
• *Fairfax*. News piece on ARH/Canberra launch
• *Leader Community News (Herald Sun)*. Books on the Rail/ARH interview.

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**Australian Reading Hour campaign urges parents to read to their children**

Linda Morris

Reading isn’t merely important, says children’s author, Mem Fox. “Reading is the purest heaven and time to read has to be fought for, against all the other claims on our lives.”

Visiting a Canberra childcare centre on Wednesday, the author of *Possum Magic* says she owes her love of reading to those who read to her, “mostly, my mother”. “To all the parents of young children, throughout this land, please read to your children: Love it! Love them!”
Pick up an Australian book and join thousands of other Australians to read for an hour on Thursday September 14th. Of course, you might just want to read more than that...

It’s a great time to get back into reading and support local authors. We’ve picked out some of the best books for you to enjoy.

Our Top Table Picks

From the winner of the Patrick White Award for outstanding contribution to Australian literature, a story by Canaan White inspired by correspondence he had with soldiers while reading their manuscripts.

For the Love of Publishing

Join us on Thursday September 14th for the Australian Reading Hour
The Australian Reading Hour

MONDAY 11 SEP, 2017

The Australian Reading Hour will take place this Thursday 14th September. The book industry will be asking Australians to read for an hour during lunch, with their reading groups, before bed or on their commute, while engaging as many children as possible through school libraries.

Why Australian? It takes just one look at the bestseller charts to confirm that Australian readers are hungry for Australian stories, so we will be celebrating Australian storytelling, books and authors. There will be author events all over the country and you can find more information about events near you on the Love2Read Facebook Page.

Why reading? The Australian Publishers Association has just completed an academic literature review on the importance of reading. We have all heard that reading for pleasure is the most important influence of the future success of a child, more important even than their family's socioeconomic status, but did you know that:

Related news

FRIDAY 15 SEP, 2017
5 minutes with ... Claire G Coleman

WEDNESDAY 13 SEP, 2017
5 minutes with ... Fiona Palmer

THURSDAY 10 AUG, 2017
5 minutes with ... Michael
The Children’s Laureate appeared at Robinsons at the Emporium in Melbourne, an event supported by our partner Vicinity Centres.
#LoveOzYA Books on the Rail event
Author Libby Hathorn entertains the kids at the Sydney Children’s Hospital
Australian Reading Hour

Social Media Engagement
“You are no longer a creature of your postcode when you are reading; you are a creature of an enormous exploding universe.”

Tom Keneally
I'm in Dublin, but I'm still happily taking part in Australian Reading Hour.

Thank you Tricia Stringer for whisking me away to the Flinders Ranges of South Australia. (I'm not going to stop reading after an hour; either...)
Social Media Engagement

Trends for you · Change

#RUOKDay
Make a connection this R U OK? Day

#rethinktv

Lionel Murphy

#brbreading
@HarperCollinsAU and @LSherwinStark are Tweeting about this

#Moggos4Yes

#mediareform

Australian Reading Hour

Australia Day
2,942 Tweets

Manus
3,888 Tweets

#womeninfocus

Sydney Opera House Kids & Families
Thursday at 10:06 am ·

Today sees the launch of Australian reading hour, where you’re challenged to read for an hour a day. What are you reading?

The value of reading can’t be calculated by a standardised test
abc.net.au
Social Media Engagement

Hayley and Kathryn from Bundaberg Regional Council are delivering valuable First 5 Forever sessions for local children and their families. Research has shown us that 90 per cent of a child's brain development happens in the first five years. Share stories, sing, talk and play to your kids! It will go great lengths to positively shape their future.

Learn more: http://first5forever.org.au/... See more.

Need an excuse to hop off your phone and take some time out? Sick of terrible book recommendations from well meaning friends?
We've got your back with our best book recommendations to celebrate #AustralianReadingHour

Make a date with a book: Australian Reading Hour - CSIROscope
Celebrate Australian Reading Hour by curling up on the couch with a book from our Publishing team.
BLOG.CSIRO.AU

You Retweeted
Mark Butler MP @Mark_Butler...
After a fortnight of energy debate I'm looking forward to some light reading on the flight back to Adelaide #brbreading #ClimateWars

You Retweeted
Readings @ReadingsBooks
What a way to celebrate Australian Reading Hour. Our #LoveOzYA train
Social Media Engagement

Rosie Waterland shared Love2read's video.
25 August at 16:53 • Q

Omg I am literally the 'spot the random' author in this video but I will now always claim that I have co-starred with Ray Martin.
Social Media Engagement

Hilarious: Authors reading the best of the internet. Reading makes you smarter. Reading Hour Sep 14th #brbReading...

Reply to Romance Australia, YouTube
Social Media Engagement

Be super awesome tomorrow! Q&A with @BenLeighHobson on the #AustralianReadingHour @betterreadingau.bit.ly/2xjDn1W #brbreading

Happy Reading Hour Day! May you be inspired by the magic of storytelling! #brbReading

Make a date with a book this Thursday and take part in the Australian Reading Hour. Find out more: bit.ly/2eXhaQo #brbReading
Social Media Engagement

- **MWF @MelB WritersFest**: Retweeted
  - You Retweeted
  - MWF @MelB WritersFest - 3d
  - Grab a book and read for today’s Australian Reading Hour. Here’s MWF staff demonstrating the best (and cutest) way to read. #brbreading

- **FIVE from FIVE @FIVEfromFIVE**: Retweeted
  - You Retweeted
  - FIVE from FIVE @FIVEfromFIVE - 4d
  - Pick up a book and read for just one hour on your own or with your children on readinghour.org.au

- **Louise Adler @louisadelier**: Retweeted
  - You Retweeted
  - Louise Adler @louisadelier - 4d
  - @MUPublishing celebrates Australian Reading Hour with bookswithspine, we know books maketh the woman

- **Jackie French @jackie_french**: Retweeted
  - You Retweeted
  - Jackie French @jackie_french - 3d
  - How to read a book:
    1. Put feet up
    2. Sniff that gorgeous paper smell
    3. Vanish from every worry and stupidity for an entire hour

- **Dymocks Books @Dymocks Books**: Retweeted
  - You Retweeted
  - Dymocks Books @Dymocks Books - 3d
  - This is absolutely how every lunch break should be spent #brbReading
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Social Media Engagement

Sydney Opera House Kids & Families

Today sees the launch of Australian reading hour, where you’re challenged to read for an hour a day. What are you reading?

The value of reading can’t be calculated by a standardised test

BHCC Library @BHOBLibrary

Staff didn’t need much encouragement to stop and read yesterday for #Australianreadinghour. Make your date with a book now! #brbreading

You Retweeted

Susan Carland @SusanCarland

Doing Aus Reading Hour in Geneva! Devoured @mrbenjaminlaw ’s excellent Quarterly Essay, & now onto @delasarah ’s exquisite book #BrbReading

You Retweeted

Gladstone Libraries @GladLibraries

We had fun at our Reading Hour at Gladstone City Library last night #australianreadinghour2017 #brbreading

Louise Sherwin-Stark @LSherwi....

Thanks @ReadingsBooks for your brilliant book whispering. #StepBoldly #Wondrous #Nevermoor @digressica
Social Media Engagement

Why do you read? We asked Australia Council supported authors to share their thoughts to mark #AustralianReadingHour #brbreading

Reading allows you to access someone else’s imagination through your own. It’s an intervention I don’t always need but it can reach out to people and expand to them in the moment. Reading gives you a quiet space for reflection. You can pick up a book, put it down, walk away and think about things in your own time.

Rajith Saranadasa

Did you know that reading reduces stress by 68%? Tomorrow is Australian Reading Hour. You know what we’ll be doing... #brbReading
Social Media Engagement - Libraries

We know how important it is to take time out and read. Today's the day! #AustralianReadingHour @love2readAU #brbReading

Scrambling to find a book for the #AustralianReadingHour? Try one of our 10,000+ free ebooks.

No nook left undiscovered! Staff here are still finding time to get in a bit of reading for #AustralianReadingHour @love2readAU #brbreading

Lose yourself in one of the Library's books for an hour or two or three.... #AustralianReadingHour #brbReading
Social Media Engagement

[Image of two people reading outside Newcastle Airport]

[nrairport] Caught on camera: Our very own Ops team members, Alex and Tegan, taking part in #ReadingHour with the latest reads from our very own book store News Flavours! 📚

Add a comment...

76 likes

[Image of a stack of books on Instagram]

[booksofthemugglaborn] Melbourne, Victoria, Aus...[

[Image of another Instagram post]
Social Media Engagement

Australian Reading Hour

A perfect start to the day, after delaying our official Reading Hour an hour in bed, reading Harry Potter, side by side with someone who's home sick from school.

It's a dream to share Harry Potter with Cara, an absolute privilege, and I'm so thankful that she loves it just like I ever did.

We just finished reading "The Philosopher's Stone," and she's shocked that it's actually quite different from the movies. She held my tongue to not give away any events in future books, but let her in on my Harry Potter journey.

#readinghour #reading #readinglove #readingroom #readingeveryday #harrypotter #harrypotterandthephilosopherstonelove
Social Media Engagement
Set aside an hour tomorrow to sink into a good book with @love2readAU for the Australian Reading Hour! readinghour.org.au #brbreeding
The French love Australian Reading Hour

**Summary:**
- French Facebook page Culture Pub downloaded and re-uploaded the Hero Video with French subtitles.
- The video has generated over 590k views and over 9.5k shares (and counting).
- Culture Pub in the early 1990’s was a television show that deciphered the world of advertising and media with humour. In some ways it was The Gruen Transfer of France. It now lives wholly online and publishes content through its Website, Facebook, YouTube and Twitter.
Social Media Engagement

Sentiment examples

raventeagirl Definitely count me in. I just picked up a book I've wanted to finish... "Lockwood & co.- the screaming staircase" by Johnathan Stroud. I'm behind on the series as my sister likes to point out. 😊

Sue Legg Living so far away from my home country, this advertisement was sheer delight not only to hear the true Aussie accents but to make a special time for reading, my favourite pastime & escape route. I won't have to comply cos I will be doing it anyway. Go on all you Aussies & enjoy the brilliant authors on your book shelves.

Like · Reply · 2 · 4 September at 17:38

Valda Palmer I read for at least 2 hours every day...So come Sept 14 I will read for a few extra hours 😊

Like · Reply · 1 · 5 September at 05:24
Australian Reading Hour

Taking Part
Taking Part

GOOGLE Office
- Book display in main kitchen
- Googler reading nook
- Signage on back of toilets
- 1300-odd Sydney staff were notified via email on Monday (in the staff newsletter, the Morning Express)
Taking Part

Hachette Aus Books @Hache... 4d
Hachette HQ have taken over our building lobby for the Australian Reading Hour 🎉

@forahazard - Sep 13
Getting in some reading for Grow2nextALI #brbreading @HachetteAus

@James... 4d
#AustralianReadingHour is such a treat. How many will continue through their lunch hour? #brbreading

ntairport: Caught on camera! Our very own Ops team members, Alex and Teegan, taking parting in #brbreading with the latest... more
View all 3 comments
tesskeefe: Best!!! 🎉
louisesherwinstark: This is amazing!
Taking Part

Dymocks Books @Dymocksbo  ·  3d
This is absolutely how every lunch break should be spent #brbReading

Pantera Press @PanteraPress  ·  3d
We know how to run a park picnic! A happy lunch hour celebrating Australian Reading Hour #brbreading

Love2Read

You Retweeted
Aust Publishers Assn @AusPubli  ·  4d
It's time ☕️☕️☕️
#australianreadinghour #brbReading

1 9 28
Taking Part

Leading Edge

NSW Writers' Centre @writingN... 4d
Pretty nice spread for Australian Reading Hour #brbReading
#BrbReading

WalkerBooksAustralia @Walker... 4d
Office outing for the Australian Reading Hour! #brbReading readinghour.org.au

Love2Read
On Thursday September 14th, 2017, stop what you’re doing for one hour and pick up a book. We want Australians to either rediscover or introduce themselves to the benefits of reading. In children, it has been shown to help with identity formation, setting them up for success in the future. In adults, it has been shown to reduce stress by 68% more than listening to music, going for a walk, or having a cup of tea.

We will all be celebrating Reading Hour in class tomorrow (with younger children a bit less!).

I encourage all families to make the time to celebrate Reading Hour together as a family tomorrow and show the children how much you value reading.

Preschool were very excited to see the fairies had left them a new friend
Taking Part

OPUS Printers