

# Australian Reading Hour

The Australian Reading Hour's premise is simple.

**Just pick up an Australian book and read for an hour anytime during the day or night on Thursday September 14th.**

## Why read? Reading is golden.

- Reading reduces stress by 68%, relieving stress more quickly than listening to music, going for a walk or having a cup of tea.
- Reading for pleasure is the most important indicator of the future success of a child, more important even than their family's socioeconomic status.
- The majority of Australians enjoy reading Australian stories; 71% believe it is important for Australian children to read books set in Australia and written by Australian authors; 69% believe books by Australian writers about Australian subjects help in understanding themselves and the nation.
- The more leisure books people read, the more literate they become and the more prosperous and equitable the society they inhabit.

On average, Australians spend five hours reading books for pleasure each week, compared to 12 hours spent on social media. It's time to make better use of our leisure time.

The Australian Reading Hour is the first cross-industry reading campaign supported by the whole book industry – the Australian Society of Authors, the Australian Publishers Association, the Australian Booksellers Association, the Australian Library and Information Association, the Australian Literary Agents Association and the Copyright Agency Limited.

We are calling for librarians to get involved and promote reading to their community by hosting an author or a reading event, displaying POS in store and posting on social media. Some ideas:

- Create a display of your favourite Australian books in your library
- Promote the Australian Reading Hour in your newsletter
- Post on social about your favourite Australian books and favourite time and place to read **#brbReading**
- Post on social about what you will be reading on **September 14th #brbReading**
- Host a book club

Register your interest and order posters at [www.readinghour.org.au](http://www.readinghour.org.au). Once registered, you will be updated with the digital material available for promotion. If you would like to request a local author for an event, please email Cheryl Akle on [cheryl@betterreading.com.au](mailto:cheryl@betterreading.com.au). Please note that our ability to supply an author for an event will be dependent on an author in your area being available to take part.

The Australian Reading Hour will be supported by high profile media interviews with some of Australia's best-loved and well-known authors and an unmissable digital advertising campaign.