

5-11 MARCH  
2023

TASMANIA  
READS  
WEEK

# TASMANIA READS

## SUMMARY REPORT

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*We acknowledge the Tasmanian Aboriginal people as the traditional and continuing custodians of this land Lutruwita. We pay respect to the Elders, past and present, who hold the memories, traditions, culture and knowledge of Country. We extend our respect to all Aboriginal and Torres Strait Islander peoples, whose Countries were never ceded.*

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# Background

The inaugural Tasmanian Reads Week offered Tasmanians of all ages opportunities to celebrate reading and the joy of storytelling. The campaign, delivered through Libraries Tasmania focused on Tasmania's current literacy levels in a positive way by encouraging all Tasmanians to 'discover and rediscover the joy of reading'.

## **TASMANIA READS WEEK**

was held in collaboration with the national **Australia Reads** campaign, a major book industry and library campaign, and designed to connect with **Australian Reading Hour** on Thursday 9 March. Tasmania Reads Week officially launched on Sunday 5 March 2023, with several preview events in the week before.

The call to action 'discover and rediscover the joy of reading' was echoed across the State through print, broadcast and social media. The phrase was embedded into activities, events and community collaborations in Tasmania.

**Together we celebrated reading, storytelling and books of all genres.**



# TASMANIA READS

## The Tasmania Reads vision

The aim of Tasmania Reads is to engage or reengage Tasmanians with reading. The recognisable and customisable Tasmania Reads graphic provided a visual anchor for the campaign (on shop windows, banners, noticeboards and across social media) and reinforced the connection to Australia Reads, which has been running since 2012.



### The campaign aimed to:

- create opportunities for Tasmanians to read and share the joy of storytelling
- raise the profile of Tasmanian writers, authors, illustrators and creators
- develop collaborative partnerships where Tasmania's literacy issues are the mutual focus.

Libraries Tasmania ran a comprehensive communication and marketing campaign leading up to the launch on 5 March 2023. The Tasmania Reads graphic was visible and there was a buzz of excitement in libraries, schools and the wider community.





# Public libraries, partnerships and community (stronger, together)



Across Tasmania, public libraries collaborated with 150 organisations, businesses and community groups. Together, they planned events and activities that were relevant to their communities, valuable for all individuals involved and most importantly provided opportunities to read and share stories.

## LAUNCESTON LIBRARY

opened specially on a Sunday, hosting a special day where the gaming community took over the library. This single event involved Queen Victoria Museum and Art Gallery (QVMAG), 19 different community partners and resulted in more than 200 people coming through the library doors.

Many libraries hosted a 'library on the lawn' style event to connect with new members of the community and collaboratively work with community groups and organisations. One of those

events, the popular Rosny Library Twilight Reading Fair, has been nominated for the Clarence City Community Event of the Year.

The **Tasmania Reads Week** campaign extended beyond the library doors to connect with new audiences for it to have the intended impact. This included reaching out to Tasmanians who are not library members, who do not see themselves as readers or who may not have picked up a book for a few years.

To achieve this aim, Libraries Tasmania partnered with organisations and individuals

who recognise the importance of reading as a tool to improving literacy levels to improve all areas of life.

Many of the partnerships were established with a short-term goal but have developed into an ongoing mutually beneficial arrangement. Some of these partnerships are listed below.



# Little Tasmanian

**TASMANIAN PREMIER, JEREMY ROCKLIFF** launched the Brand Tasmania children's book *Little Tasmanian* on 3 March 2023 at Launceston Library. The aim of the *Little Tasmanian* project is to connect Tasmanian parents with Tasmanian information. Using a message of 'someone like you did it, and you can do it too', the *Little Tasmanian* book encourages confidence and pride in very young children and their trusted adults from the very beginning.

New parents are encouraged to become a member of the library and start reading to their children from day one.

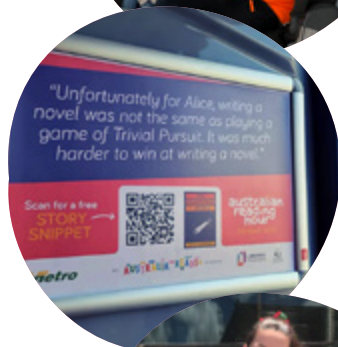
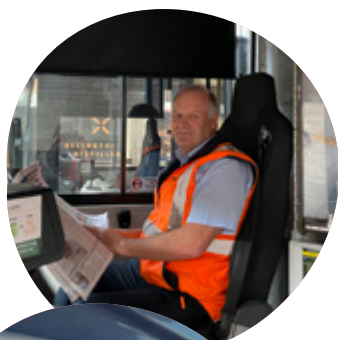


## Metro Tasmania

**WITH METRO TASMANIA AND AUSTRALIA READS**, one of the key barriers to reading – access – was targeted. Libraries Tasmania worked with national publishers to provide all Australians with free access to the first chapters of eight new Australian fiction titles. The idea originated as part of Tasmania Reads Week, and five of the eight authors were Tasmanian. This helped to raise the national profile of some of the talented local Tasmanian storytellers.

The eight 'Story Snippets' were available via QR code on 200 Metro Tasmania buses, and on the Australia Reads website. Australian Reading Hour branded bookmarks with the QR codes were distributed nationwide. Tasmanian travellers could open their phone and simply start reading the first chapter of a new book on their daily commute.

The partnership was a successful pilot, with great potential to expand for Tasmania Reads 2024.







## The Governor of Tasmania

**HER EXCELLENCY THE HONOURABLE BARBARA BAKER AC** is a strong supporter of Tasmania Reads. Her Excellency launched the Terror Australis Readers and Writers Festival in October 2022, and the Children's Short Story Competition facilitated by Libraries Tasmania in collaboration with the Festival Director, L.J.M. Owen.

Her Excellency featured in our *Tasmania Reads* magazine, led a Storytime session at Rosny Library and hosted the winners of the children's writing competition at Government House at a reception for 50 Tasmania Reads Week partners and supporters. Tasmania Reads stakeholders, parents and carers all celebrated the achievements

and developing talent of the five young authors. There are plans to enhance this event in 2024.

Her Excellency's passion for reading and literacy was evident through her ongoing commitment to the Tasmania Reads campaign.

## The Peter Underwood Centre



**LIBRARIES TASMANIA** collaborated with the Peter Underwood Centre to

develop a Tasmania Reads-themed UCTV *Alive For Kids* episode. This online webinar featured celebrated Tasmanian author, Aunty Patsy Cameron who read her book *Sea Country*, illustrated by Lisa Kennedy, and reached over 500 students across the State.

Students watching with their classes and from home asked Aunty Patsy Cameron 55 questions, including questions about her connection to Country, and Sea Country in particular. Aunty Patsy Cameron shared memories of collecting shells and talked about storytelling with a captive audience.

The collaboration was a success and a sequel will be run for Tasmania Reads 2024, with potential for additional

topics and themes that could draw on Libraries Tasmania's collective expertise.





# The Tasmania JackJumpers

Tasmania's basketball team, the JackJumpers, added their voice, recognisable brand and reputation to the campaign.

Players Clint Steindl and Jarred Bairstow generously gave their time to answer a few questions such as the sort of books basketball players like to read, whether they are library members and why they think it is important to keep reading at all ages. This interview featured in the *Tasmania Reads* magazine and also provided content for the social media campaign. The JackJumpers have confirmed their commitment to the 2024 Tasmania Reads campaign, to further promote libraries and reading.





# Tasmanian authors

Several well-known Tasmanian authors became Tasmania Reads Week advocates and were featured in the *Tasmania Reads* magazine, on the Tasmania Reads webpage and in the social media campaign. Bestselling authors including Kyle Perry, Meg Bignell, Minnie Darke, Yvette Poshoglian, Hannah Moloney and Heather Rose all publicly supported Tasmania Reads Week. Meg Bignell participated in author talks at both Sorell and Glenorchy Library and shared a video on her Instagram account that has been viewed over 1,000 times.



Kyle Perry



Danielle Wood  
(Minnie Darke)



Meg Bignell

## Bruny Island: SeaLink and the Bruny Island School Bus Service

Travellers to and from Bruny Island were invited to borrow or leave a book at the Ferry Terminal pop up libraries which were made possible through a collaboration with SeaLink Bruny Ferry Terminals.

The Bruny Island School Bus Service not only filled its school bus with books for the young passengers, it also proudly displayed Tasmania Reads signage on its buses for the week of the campaign.

These partnerships helped to strengthen the key message of encouraging all Tasmanians to 'discover and rediscover the joy of reading' as well as highlight the critical role Libraries Tasmania plays in raising Tasmania's literacy levels.



# Communications and promotion



## KEY STATISTICS

**20,000**

**FREE TASMANIA READS**  
magazines distributed  
across Tasmania

**97**

**SOCIAL MEDIA**  
posts shared

**TASMANIA READS**  
collaborated with

**140**

community partners

**OVER**

**90**

public events  
supported



**600+**

Tasmanian Government  
and independent school  
staff contacted

**media**

across radio and  
television, newspaper  
statewide

**TASMANIA READS**  
posters on

**200**

Metro buses



Campaign tag **"TASMANIA READS"**  
on Libraries Tasmania Facebook –

**41,723**

impressions across **18 SOCIAL MEDIA SITES**  
(not including Tasmania Reads Instagram)



# Multiplatform approach

Alongside statewide and local partners, advocates and collaborators, **Tasmania Reads** relied on a multiplatform promotional approach to get the message out into communities.

Libraries Tasmania worked with traditional media platforms, newspapers, magazines, radio and television; ran targeted social media campaigns on Facebook and Instagram; developed a website with information, event details and downloadable resources; published the *Tasmania Reads* magazine; and connected with Libraries Tasmania members through monthly email communications.

## Tasmania Reads magazine



Schools, libraries, bookshops, community organisations, laundromats, neighbourhood houses, Child and Family Learning Centres (CFLCs), coffee shops, hairdressers and other places where people stopped to read were provided with copies of a free guide to Tasmania Reads Week. The magazine proved to be popular, with people reporting back that they read it in one sitting or enjoyed reading it whilst relaxing.

Schools contacted the central team and asked for more copies, library staff watched them walk out the door and the digital version on the Tasmania Reads website had the highest number of downloads of all available Libraries Tasmania downloadable resources between 5 – 11 March.

## Social media



The social media strategy for Tasmania Reads aimed to promote events, encourage organic participation, use of the **#TasmaniaReads** hashtag, and raise awareness of the importance of reading in everyday life. The main social media platforms were Facebook and Instagram, with the launch of a Tasmania Reads Instagram account planned to coincide with the launch of Tasmania Reads Week.

Instagram proved to be a great performer as well as local events, good news stories and 'ways to be involved' posts on Facebook. Instagram showcased Tasmania Reads advocates and curated content targeting the 'Bookstagram' users.

Across these two platforms, Libraries Tasmania directly shared 97 posts celebrating local and statewide Tasmania Reads Week events. The impact of the campaign can be measured by the number of times members of the public used the hashtag #TasmaniaReads in their own original content.

Across Facebook and Instagram #TasmaniaReads was used 124 times, generating well over 2,000 likes, and hundreds of comments and shares. Organisations and groups including CPSU Tasmania, the Van Diemens Project, and Geeveston Community Centre all ran their own Tasmania Reads mini campaigns.

## Traditional media



In the lead up to and during the week, Tasmania Reads was the focus of 44 radio, newspaper and television reports. ABC Radio Hobart dedicated 30 minutes of its afternoon segment to Tasmania Reads' collaboration with the Peter Underwood Centre UCTV Alive for Kids program. Seven News Tasmania filmed a segment about Tasmania's literacy levels and Southern Cross Television featured the Stompin' Youth performances in Launceston Library as part of its coverage of *Ten Days on the Island*.

**As a result of the media coverage and promotional campaign, potential future partners have reached out for information expressing interest in being involved in 2024. Each time Libraries Tasmania staff had the opportunity to talk about the campaign and represent the organisation, they spoke to their local communities with enthusiasm about Tasmania Reads Week.**



# Schools (because literacy starts at birth)

Tasmanian Government, independent and Catholic schools are critical players in any statewide reading campaign.

## **LIBRARIES TASMANIA**

made it easy to get involved in Tasmania Reads Week by providing centralised support and resources for schools that wanted to host their own events. Additionally, a Tasmania Reads Week school information kit was

distributed to over 600 teachers, librarians, and school staff across the State. The kit included key messages, links to resources and activity ideas, and provided schools with a 'choose your own adventure' approach to Tasmania Reads Week.

Through the Sora app (eBook platform for government schools), Libraries Tasmania provided students with a direct way to be involved with the campaign. Tasmania Reads eBook lists were curated by librarians and shared on the Sora app to help students choose their next book.

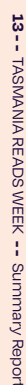
During Tasmania Reads Week, 440 Tasmania Reads-suggested eBooks were checked out by children and young people across the Sora and Libby apps (Libby is the eBook platform in Tasmanian public libraries).

Tasmania Reads was celebrated by schools right across Tasmania and featured strongly on schools' Facebook and Instagram accounts.

- Grade six students from Mole Creek Primary School read to younger students and everyone explored the Pig the Pug book series together.
- The Hutchins School celebrated with school-wide reading activities throughout the week which included 'Buddy reading', shared Storytime, mentoring from older students and reading outside of the classroom.
- Mount Carmel College invited students and staff to join in lunchtime reading sessions, and some of the older students opted to read their stories to younger schoolmates.
- Yolla District School asked students to share a book that inspired them.
- St Patrick's College Launceston shared their three-word book reviews on social media.
- Launceston Christian School encouraged their students to read together and share their stories.



- 
- A circular inset photograph showing a classroom scene. A female teacher with blonde hair, wearing a pink and white striped shirt and blue jeans, stands at the front of the room. She is holding a small object in her hands and appears to be speaking to the class. A group of children, mostly wearing blue school uniforms, are sitting on the floor, facing the teacher. Several children have their hands raised, indicating they want to participate or ask a question. On the left side of the frame, a person in a green dinosaur costume is partially visible. The background shows typical classroom furniture, including a music stand and a blackboard.





# Tasmania's public libraries (the backbone of the campaign)

The widespread impact of Tasmania Reads Week was driven by the Libraries Tasmania statewide network of 46 public libraries. The campaign provided an opportunity to draw positive attention to how public libraries support literacy with a range of Libraries Tasmania programs and services and encourage Tasmanians to engage with reading.

## THE TASMANIA READS

branding was customisable for every event, location and style. For example library staff wore T-shirts printed with Launceston Reads, Kingston Reads, Burnie Reads etc. Custom badges, posters, stickers, bookmarks, and certificates were produced using the custom graphic generator. The result was a personalised suite of resources that was underpinned by both the statewide Tasmania Reads and the national Australia Reads campaign.



Across the State, Libraries Tasmania delivered 90 events and activities for the public well as school and community events. Over 6,000 people were welcomed to these events.

- In Northern and North-West Tasmania there was a different 'library on the lawn' event every day of the week. In Sheffield, Latrobe, Ulverstone, Penguin and Devonport, locals and visitors alike could pop in and pick up a book prescription based on their interests and ailments.
- Penguin Library visitors were invited to better understand their namesake, with a National Parks ranger talking about the local penguin population.
- Fans of author Rees Campbell were given the chance to chat more about her book *Eat Wild*

*Tasmania*, and workshop some of the recipes at Smithton Library. Rees Campbell talked about how to use your garden as a supermarket and shared some top recipe tips with those in attendance.

- Scottsdale Library took storytelling to a different level – through collaboration with Studio Space Inclusive Arts, hosted an inclusive drama workshop where participants were encouraged to share stories through play acting and movement.
- Launceston Library staff invited Stompin' Youth Dance company into the library and the performers told their stories through dance across all levels of the library building. This collaboration with *Ten Days on the Island* festival is an example of organisations coming together to celebrate storytelling in all forms.
- The Friends of Launceston Library embraced Tasmania Reads Week by branding their annual book sale with the Tasmania Reads Graphic.







- The Glenorchy Reads community event opened with a Welcome to Country by Cody Summers from Karadi Aboriginal Corporation, and *Stories through Dance* performed by Wayti & Leroy Hart. Tasmanian Aboriginal authors Kylie Dickson and Leanne Pelikan read their picture book *We Love Country* to the 250 or so school children gathered for the performance. Bronwyn Dillon from Tasmanian Aboriginal organisation Wayti read *Muwinina Country* and *Sea Country* to a second group of 100 school children.

More than 600 children and 900 adults attended the all-day event on the Glenorchy City Council lawns – they stopped in to swap a book, listen to a local author talk about their upcoming book, grab a free sausage from the Lions Club, pick up a free book or practice poetry with library staff – then take a selfie with Jack the Jumper before heading home. There were Storytime events of all shapes and sizes during

the week, with local authors, members of the community, library staff and even a few support dogs from Guide Dogs Tasmania all helping to read stories.

- Kingston Library hosted the extremely popular 'crime and wine' night.
- Hobart Library encouraged us not to judge a book by its cover (books were wrapped in plain paper for readers to take a lucky dip), and many teddy bears went on picnics during the week.

Students visited libraries and libraries visited schools, further reinforcing our shared role in literacy development.

Local Tasmanian authors were given the spotlight at author talks in Glenorchy, New Norfolk, Rosny, Burnie, Devonport, Kingston, Smithton, Sorell and St Helens. There were also book sales, book swaps, book groups and book chats hosted during the week.

The State Library and Archives Services created the unique and very popular **Handwriting Challenge** for Tasmania Reads Week – providing a reminder that readers are driven by a myriad of motivations.

The aim of the Handwriting Challenge was to encourage Tasmanians to decipher five different examples of nineteenth

century handwriting from records in the Tasmanian Archives. Each day a new script was shared via Instagram and Facebook. Those who were interested could dive into the five stories told through the State Library and Tasmanian Archives blog. The true story of the well-known literacy character Ikey Solomon was uncovered through this challenge, as was the devastating tale told by the logbook entries of the whaling ship *Chance*.

The Allport Library and Museum of Fine Arts hosted a performance by author, actor, director and researcher Gary Files. The performance was an animated retelling of life in the early years of Hobart as described by archival records, including Gary's own personal family history connections to Tasmania.



# THANK YOU\*

The incredible reach of the Tasmania Reads campaign and engagement across Tasmania is a result of the passion and enthusiasm of community partners who collaborated with Tasmania Reads. This includes the generous authors and advocates who lent their voices and platforms to the campaign, public library teams who led the way with events and activities for all ages, and Tasmanian schools, who took up the challenge with their students.

**We can't wait to do it all again in 2024.**



*Scan me to find  
out more about  
Libraries Tasmania*

