



PLANNING OVERVIEW FOR YOUR AUSTRALIAN READING HOUR EVENT

What is Australian Reading Hour?

The Australian Reading Hour (ARH) is an important annual campaign encouraging Australians of all ages to read for one hour, as part of an overall Australia Reads industry-wide initiative.

In 2020, the Australian Reading Hour will take place on Thursday, 17 September and promises to be bigger and better than ever.

Quite simply, on Thursday September 17th 2020, we are encouraging all Australians to pick up a book and escape in its pages for an hour.

It is intended to encourage young, lapsed and committed readers alike to escape, relax, learn and experience the wonderful world of books.

It doesn't matter what time of day you pick up the book, just dedicate one hour to the cause!

We're looking forward to your involvement and creating a very special event for the campaign.

2020's Australian Reading Hour is supported by the Australian Library and Information Association, the Australian Society of Authors, the Australian Publishers Association, the Australian Booksellers Association, and the Copyright Agency.

Australian Reading Hour Author Events

To help you promote your Australian Reading Hour event, and assist in bringing more readers to your library, school, café, bookstore or workplace to participate in Australian Reading Hour, we have had commitment from over 100 authors Australia-wide who would love to attend to support the cause.

Simply email us at australianreadinghour@gmail.com if you are interested in hosting one of these wonderful authors, and we will match you with an author from your area.

There are a number of valuable promotional and marketing assets available to you on the Australian Reading Hour website which you can download and utilise to help spread the word about your event. Click [HERE](#) to access them.

Event Activity Ideas

Not sure what to do at your event? Here are just a few ideas to get you started:

- Make an Australian Reading Hour clock that counts down to the hour of your event that is displayed prominently in your venue, encouraging visitors to return for your activity
- Create a poll on social media to measure which Australian books people will be reading that promotes the date and time of your event
- Conduct an Author reading or book signing with the author you have attending.
- Host a silent reading party in partnership with a local café or pub
- Create an Australian Reading Hour story competition, ask your attendees to submit a short story which they could read at your event
- Encourage readers to dress up as their favourite book character, post pictures to social media, and offer prizes for the best dressed character
- Conduct a lunch or morning/afternoon tea alongside Australian Reading Hour to encourage more people and the community to get involved. Encourage local businesses to support your initiative by providing a coffee cart, or to sell refreshments
- Decorate your venue with all the Australian Reading Hour materials to encourage everyone to participate.

Publicity Ideas

- Use our resources to invite local media or politicians to your event and share your story about supporting Australian Reading Hour and Australia Reads.
- Within the resources available, you can download assets to use on your social media, in emails and great printable resources too. These can be used to create newsletters, media releases, email signatures or screensavers to promote your ARH event and use the hashtag #australiareads
- Start a 'what will you read for Australian Reading Hour' discussion through social media, and use the hashtag #australiareads
- Document your Australian Reading Hour event by taking pictures, or create a video and share on social media all the wonderful things that you are doing to support ARH and Australia Reads.

- Help ARH promote your event as well, by making sure you share all the details with us. Email us your plans to australianreadinghour@gmail.com and we will assist the promotion of your event through our social media channels, as well as showcasing the images and videos you create.

Got any other great ideas?

If you have any other great event or publicity ideas, please share them with the Australia Reads team, we'd love to know what you're planning, and help you any way we can! Email us at australianreadinghour@gmail.com