

Reaching Australian readers

What are the most effective strategies for getting more Australians reading? This new research project provides insights and takeaways for the industry.

Reaching Australian readers: Testing behavioural strategies to increase recreational reading is a new report from Monash University's BehaviourWorks Australia in collaboration with Creative Australia and Australia Reads.

The report builds on the findings from the *Understanding Australian readers* report (2025), which identified the drivers and barriers to recreational reading and identified four priority segments for the industry to target: Engaged, Ambivalent, Aspirational and Lapsed readers.

This new project takes the research a step further by testing strategies on these priority segments to discover which will be most effective at shifting the reading intentions of Australians.

Reaching Australian readers offers valuable insights for publishers, booksellers, librarians and the broader literary industry on what messages and mechanisms are most likely to get Australians reading more.



Find out more and download the full report:
australiareads.org.au/research



Fast facts

The more a strategy made people feel confident to read and made reading feel achievable in their lives, the more effective it was.

People responded best to clear and concrete steps; how to use library apps; how to discover books that match interests; and how to use pockets of time to meet reading goals.

The more the strategy made someone consider how reading fit into their life, captured their attention and felt relevant to someone like them, the more effective it was.

No single strategy works for everyone. Targeted and specific approaches to different groups will be more effective than universal messaging.

4 key ingredients to effective reading strategies

New research shows that strategies to increase reading amongst Australians will be *most* effective when they....

Feel relevant to that person



Messaging around reading that captures people's attention and feels relevant to "someone like them" is more likely to be effective.

Show relatable reading role models, match books to people's interests, and celebrate the range of ways that reading can fit into people's individual lives.

Make reading feel achievable



We need to make reading feel easy and effortless – particularly for those who aren't confident or regular readers.

People respond best to clear and concrete steps: how to use library apps; how to discover books that match their interests; how to use pockets of time to meet reading goals.

Prompt reflection on how reading fits in their life



In our busy lives, we need to help people see how reading can realistically work for them.

Whether it's listening to an audiobook on the work commute, or reading a chapter before bed, we need to help people reflect on the pockets of time in their day to fit reading in.

Make them feel confident about finding and reading books



When it comes to reading, confidence is key.

We need to increase people's sense of capability around finding books they enjoy, discovering different formats, and reading in a way that works for them.



Explore the full *Reaching Australian readers* report

