

Through *Writers in Schools* in 2018,

**57,301**

CHILDREN WERE INSPIRED BY

**91**

AUTHORS IN

**324**

SCHOOLS



Playwright Victor Rodger at St Bernard's College in Lower Hutt.

Our *Writers in Communities* programme engages children and their wider community in reading and writing, but it's also very much about celebrating family, creativity and culture.

Five low-decile schools in a community host five writers or illustrators over two terms. The authors encourage and inspire the children to develop their talents, and help them to publish their work in a series of anthologies.

In 2018, we ran a *Writers in Communities* project in Ōtāhuhu and Wairarapa.

Author Vasanti Unka with students from St Joseph's Primary School, Ōtāhuhu at their *Writers in Communities* book launch.



*Speed Date An Author* events involve one morning, four 25-minute workshops, and four of Aotearoa's top writers and illustrators.

Schools select a small group of students to take part in one of these special sessions, which are usually held at a high school, local library or museum. Students are divided into four groups, with a maximum of twenty students in each.



Wellington students at the end of a *Speed Date an Author* morning held at Raroa Intermediate.

In 2018, *Speed Date an Author* sessions involved **16** authors **229** children **151** teachers and parents taking part

Our *School Library* programme delivers reviews of the latest books for children and young adults by our member school librarians and teachers.

In 2018, we gathered reviews for **143** books

We sent **6** *School Library* e-newsletters to an average of **2,500** recipients each time.

## ALL ADULTS READ FOR PLEASURE

We lead and collaborate on campaigns and events focused on inspiring New Zealanders to read. To help us in this work, we also conduct nationwide research to give us a better picture of our reading habits.



Our 2018 report *Book Reading in New Zealand* confirmed that not only are we a nation that loves to read, but also one that loves to read our own stories.

However, 442,600 Kiwis didn't read a book in the past year. We also found that fewer men are reading books.

The research findings are available for download from our website.

## MAKE THE MOVIE BETTER: READ THE BOOK

Playing on the passion that young people have for movies, we worked with Colenso to create a 'book trailer' for the book *Fantastic Beasts and Where to Find Them*. The animated trailer offered a free excerpt to the JK Rowling book, which could be read on our website.



The book trailer was watched 140,527 times across YouTube, Facebook, Vimeo and Twitter. The trailer was watched in Auckland cinemas 98,956 times and on Sky TV 1698 times.

Find our trailer and book excerpt at [www.booktrailer.org.nz](http://www.booktrailer.org.nz)

**True Stories Told Live: intense, raw and original filled with plot, pace, adventure and humour. Anything goes!**

In August we held one of these special live storytelling events at Meow Bar, in conjunction with our AGM. Attended by Minister Grant Robertson and more than 100 guests, the theme of the stories was *transformation*.

We also supported three other TSTL events in the community, including one for Te Wiki o te Reo Māori.

Visit [bit.ly/2MaNPhr](http://bit.ly/2MaNPhr) to listen to our TSTL event on RNZ.

2018 Book Council Lecture was *The Power of Story*, delivered by beloved children's author Joy Cowley.

Recalling her own childhood reading journey, and that of her four children, she described the circumstances that led her to begin crafting stories for a young audience, and gave practical advice on how to spark a love for reading.

Delivered by Joy on October 4, at Te Marae, Te Papa, 250 people booked tickets to listen to *The Power of Story*.

A PDF of the lecture book can be downloaded from our website.



**FESTIVALS SUPPORTED**

In 2018, we supported

**10** WRITERS FESTIVALS

INVOLVING **217** AUTHORS

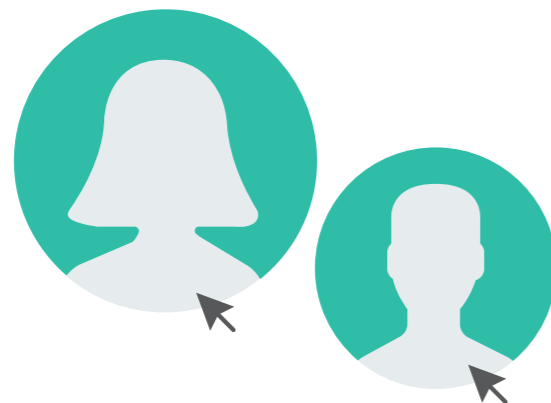
AND **4,766** ATTENDEES



# 658

The Book Council website is home to more than 650 in-depth profiles of New Zealand authors, and more are added every year.

These files are the most-used resource on our website, used by journalists and academics, students and booklovers alike. Book Council staff field a large number of general enquiries about New Zealand authors and books and connect people in the sector together.



## MORE NEW ZEALANDERS READ MORE

We run advocacy strategies to highlight the importance of reading, and more importantly, reading for enjoyment.

The aim is to generate discussion about the importance of books and literacy, and to mobilise 'middle New Zealand' to demand we become a nation of readers.

## OUR 2018 CAMPAIGNS

### #readtosucceed

This campaign was focused on reluctant adult readers and harnessed the influence of well-known New Zealanders, from Jacinda Ardern to sportspeople, comedians to Shortland Street stars.

### #readNZ

We joined forces with other organisations in the sector to make a fuss about local books and authors. Through #readnz last year, we gave away more than 100 free books through our social media channels every week, interviewed upcoming writers for our blog and profiled local books from different genres.

### #lovelibraries

New Zealanders love to borrow books. We celebrated libraries in December with daily posts on Facebook, Twitter, Instagram and 9 interviews and articles on our own website. The introductory post for the campaign reached 11,000 Facebook users and our most popular post one week later had an organic reach of 32.6k and 12.2k engagements.

Subscribe to our newsletter: [bit.ly/2VdsdVI](http://bit.ly/2VdsdVI)  
Visit our website: [www.bookcouncil.org.nz](http://www.bookcouncil.org.nz)



WE LOVE SHARING OUR IDEAS ON SOCIAL MEDIA. JOIN US!

Find our full 2018 Annual Report at [www.bookcouncil.org.nz/about/annual-reports](http://www.bookcouncil.org.nz/about/annual-reports)

Visit [www.bookcouncil.org.nz](http://www.bookcouncil.org.nz) to become a member, enjoy our resources, and join the conversation.

WE CAN'T DO WHAT WE DO WITHOUT YOU. PLEASE JOIN US!

- Members help us to:
- Ensure the most disadvantaged students have access to the *Writers in Schools* programmes, including *Writers in Communities*
- Research reading habits in Aotearoa and barriers to reading
- Deliver campaigns targeted to reluctant or non-readers to encourage reading
- Create and maintain online resources such as our *Writers Files*
- Advocate for the importance of reading and writing in Aotearoa

# NEW ZEALAND BOOK COUNCIL GROWING OF A NATION OF READERS 2018 IN REVIEW

## WHY READING MATTERS

Reading is one of the most accessible and affordable arts activities and its benefits are well documented.

OECD research shows that reading for pleasure is the single most important indicator of a child's future success. It's even a more powerful factor in life achievement than socio-economic background.

Reading can help boost our mental health and wellbeing, build empathy and increase cross-cultural understanding.

**BOOKS AND READING TRANSFORM LIVES AND ENRICH OUR COMMUNITIES.**

## OUR STORY

The New Zealand Book Council wants to grow a nation of readers. Established in 1972, we are New Zealand's only national agency dedicated to reading. We do so by focusing on children - the next generation of readers and writers - ensuring they read for pleasure. We also know that many adult New Zealanders love to read, and we want to support you to share your passion and encourage those around you to read and to read more.



The Book Council team. From left: Tanya Prince, Jo Cribb, Kathryn Carmody and Melissa Wastney.

## ALL CHILDREN READ FOR PLEASURE

The Book Council acts as a catalyst by exposing children to writers and the joy of reading.

We do this through our *Writers in Schools*, *Writers in Communities*, *Speed Date an Author*, and *School Library* programmes.

*Writers in Schools* has been at the core of our work for over forty years. It inspires tens-of-thousands of children and teenagers to develop a love of reading and writing by bringing a writer or illustrator into their classroom. "Not only does the Book Council talk the talk, it walks the talk. I'm constantly amazed at the range of work it does for our books and writers. What would the industry do without it? One great activity it organises is for writers to go into schools. A real author in the classroom? You can't get better than that." - Witi Ihimaera