

# Australian Reading Hour demonstrates the very real benefits of collaboration

On 20 September, libraries partnered with publishers, authors, booksellers, tech companies, shopping centres, governments and other organisations to present the Australian Reading Hour. This annual event, now in its seventh year, has achieved new heights thanks to its adoption by the whole of the book industry.

The Australian Reading Hour is a fine example of the very real benefits of collaboration. We first ran it in 2012, as part of the National Year of Reading. Over the following years, libraries continued to run events and we had amazing ambassadors in William McInnes, Chrissie Swan and Magda Szubanski, but it was hard to generate momentum at the national level.

In 2017 there was a conversation at a book industry roundtable, one thing led to another, and we now have a national campaign that this year was launched at Parliament House, in Canberra on 18 September; featured on public transport; appeared in print, on radio and TV; and ranked

number one on Twitter for six hours on the day (read more on [page 8](#)).

We talk a lot about partnership and collaboration, but it isn't always easy to identify the benefits. This is an excellent case study of how we have worked with others to identify shared goals and create a joint project which amplifies all our efforts. None of the Australian Reading Hour partners could have achieved the level of engagement and media coverage on their own, however, together we have put reading centre stage with the Australian public.

We have formed collaborative relationships with the book industry, early childhood networks, with GLAM peak bodies (galleries, libraries, archives and museums), digital inclusion agencies, copyright organisations, and with international colleagues, in order to progress our mutual interests. Participants bring different things to the table – thousands of members or supporters to add critical mass to a campaign; government relations to help us reach influencers and decision-makers; communications channels to build our media presence; and funding for activities.

In these straitened times, we have found that together we can do more and have a much greater impact. Together, we are definitely stronger. ✨

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## Your Association, your opportunity

**N**ominations for the ALIA Board of Directors open on Monday 12 November 2018. This is your opportunity to make a significant contribution to your Association.

ALIA is seeking nominations for our Vice-President (President elect) and two general Board Members. The successful candidates will take office at the Board meeting following our Annual General Meeting in May 2019 and serve on the Board for two years. Nomination for the Board is open to all personal financial Members of ALIA.



ALIA Directors help to shape the Association's future direction, provide guidance to the executive team, make policy decisions and are responsible for the financial sustainability of the Association. Being a Director provides a unique opportunity to work directly with and for ALIA to ensure our Members are supported into the future.

Details about the role of a Director and how to nominate can be found on the [ALIA website](#). Nominations open Monday 12 November 2018 and close Friday 11 January 2019. Please email ([aliaboard@alia.org.au](mailto:aliaboard@alia.org.au)) with any questions. ✨