

# THE AUSTRALIAN READING HOUR

**T**he Australian Reading Hour for 2018 was a great success, with social media taking off and #ReadingHour trending at number one in Australia on Twitter. GREG BELL has a look at this year's celebrations.

This year, the Australian Reading Hour (ARH) took place on Thursday 20 September after an exciting campaign and promotion. More than 1,000 schools, libraries, bookstores and organisations held an event, and thousands of participants registered.

The ARH was launched at a Parliamentary Friends of Australian Books and Writers (PFABW) event at Parliament House. With PFABW Co-Chairs, Senator Linda Reynolds and Graham Perrett MP, along with the ARH Ambassadors, authors Morris Gleitzman and Judy Nunn (AM) speaking about the benefits of reading and the importance of encouraging everyone to pick up a book by an Australian author.

Author events were held in every state and territory across Australia, and included readings by Dame Quentin Bryce, Morris Gleitzman, Matt Stanton, and William McInnes.



Authors Morris Gleitzman and Judy Nunn (AM)

The CSIRO promoted STEM literature for kids, and 5,000 researchers and staff enjoyed an hour of reading for pleasure on the day as well. Translink and Queensland Rail partnered with ARH to distribute 1,000 Australian books donated by publishers to commuters on Queensland trains, buses, ferries, and trams.

The media achieved for the 2018 Australian Reading Hour campaign was incredible with more than 40 media items being placed. Coverage was widespread across Australia with a reach of just over 7 million, including over 500,000 from TV spots, 2 million from radio, and 4.5 million from print.

The Australian Reading Hour is supported by six major organisations: the Australian Public Library Alliance, the Australian Library and Information Association, the Australian Society of Authors, the Australian Publishers Association, the Australian Booksellers Association, and the Copyright Agency. The Copyright Agency supports the ARH through its Cultural Fund, and ARH is supported by the Department of Communications and the Arts.

We can't wait to build on the success of this year's ARH and encourage even more Australians to rediscover the joy of reading in 2019. Now is the time to start thinking about your ARH event for next year, so head to [the website](#) and start planning. 📖

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Graham Perrett MP at the Australian reading Hour launch