

Through Writers in Schools in 2019,

58,614
CHILDREN WERE INSPIRED BY

92
DIFFERENT AUTHORS



Author Chris Lam Sam toured West Coast schools in June.

Our Writers in Communities programme engages children and their wider community in reading and writing, and it also celebrates whānau, creativity and culture. Schools invite an author in to work with their students to inspire them to develop their talents and help them publish their work in a book.

In 2019, we delivered the *Writers in Communities* programme to 5 schools in South Auckland and Lower Hutt. "The biggest learning for these students was realising that they can ALL write and they ALL had the potential to be an author... they felt that through writing this book, their voice would be heard by others." – Teacher Mrs Metai-McCarthy.



A student and her Dad at the launch of her book *Where I Live*.

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.



A group photo from the end of *Speed Date an Author* event in Fendalton, Christchurch.

In 2019, **337** young people took part in *Speed Date an Author* workshops in **Carterton, Devonport, Fendalton, Oamaru and Parnell.**

In September 2019 we changed our name from NZ Book Council to Read NZ Te Pou Muramura.

We believe our new name and identity will better reflect our work to promote reading through a range of programmes and campaigns, as well as a desire to remain truly relevant in a changing Aotearoa New Zealand. Our Māori name is based on the creation story's movement from darkness into light – a metaphor to describe what happens during the process of reading. Muramura means flame; blaze; to be glowing. 'Te Pou Muramura' means 'the sustenance of a blaze' as 'reading is like a glowing flame/blaze.'



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 2019 report *Reading in the Digital Age* set out to better understand New Zealanders' online reading behaviour. Unlike previous research, this report used a version of an 'experiential sampling' design, asking about what people were reading at various points across the day and week.

The report found we spend half our waking lives online, are flicking between multiple texts at any given time, and are less likely to engage in long text. The research findings are available for download from our website: read-nz.org/advocacy/research

The Super Smash Reading Challenge was launched in October 2019 with the support of NZ Cricket and Paper Plus.

The online competition was aimed at children aged 5-14, and by the end of the Super Smash we had more than 1,100 children playing, and more than 6,500 books logged. Our readers registered more than 4,700 unique titles and more than 1,700 unique authors. Congratulations to the Auckland Aces, our winning team!



"Our son (7) went from refusing to read, to now having read well over 100 books in six weeks. We can't believe it!" - Andrea

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 more than 80 guests, the theme of the stories was *reading... inspired.*



Poet Daisy Lavea-Timo tells her True Story Told Live



Lani Wendt Young

Our 2019 Lecture was *Stories from the Wild: Reading and Writing in the Digital Age*, delivered by author Lani Wendt Young.

Lani addressed representation in literature, gatekeeping in the publishing industry and how emerging digital technologies are disrupting traditional publishing and offering new opportunities for both readers and writers.

Lani explored these topics with her distinctive honesty, humour and passion. Her premise? Adapt for a changing world, or die.

Download the free e-book: bit.ly/3b07BbI
Listen to the lecture on RNZ: bit.ly/3aSTIM8



Opening night at the Dunedin Writers & Readers Festival in May.

Read NZ Te Pou Muramura provided programming and financial support to more than 20 festivals and events in 2019 (we provided marketing and communications support to many more). All of the event organisers rated our services as Excellent or Very Good and said they would recommend working with Read NZ to their colleagues. Event organisers loaded 233 festivals, launches, and other events for readers and writers to our events calendar this year.

The Read NZ Te Pou Muramura website is home to more than

700



in-depth profiles of Aotearoa's best authors, and more are added every year.

In 2019, we added 26 new Writers Files to our website. These files continue to be our most-used online resource, with the most popular files being those of Witi Ihimaera and Patricia Grace.

GROWING A NATION OF READERS

Our mission is to encourage more New Zealanders to read more. One way of achieving this is through campaigns targeted to reluctant or non-readers to encourage them to pick up a book. Our 2018 research showed that the numbers of Kiwi men reading had dropped.

This led to the development of our men's reading panel. In February, we put the call out for men who wanted to talk to us about being reluctant readers. Their input helped design a campaign that will be launched in 2020.



Our panel, with staff member Tanya and facilitator Victor Rodger.

OUR 2019 CAMPAIGNS

#readinginthedigitalage

Digital technology is changing the way we read. In 2019, we explored this concept through the theme of our lecture, our reading research, and website and social media content. We also held a public event: a panel with readers discussing how their digital devices affect their reading habits.

#nzbooks

Through social media, we made a fuss of local books and authors in 2019. We gave away more than 150 free books through our various channels, interviewed upcoming and established writers for our blog and profiled local books from different genres.

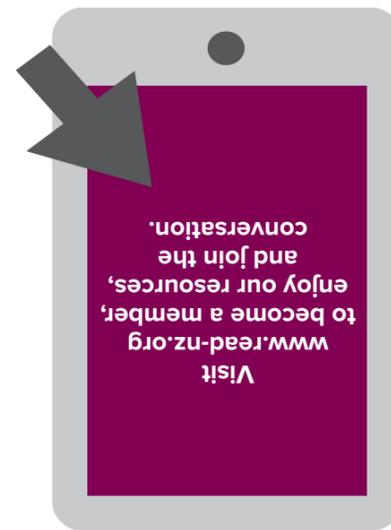
#readingforwellbeing

There is strong evidence that reading for enjoyment can increase empathy, improve relationships with others, reduce the symptoms of depression and improve a person's wellbeing. In 2019, we published blog posts and social media content on how reading can boost our mental health.

Visit our website: www.read-nz.org
Sign up for our monthly e-newsletter: bit.ly/2vdlkaf



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



- Our members help us:
- Ensure the most disadvantaged students have access to the *Writers in Schools* programmes, including *Writers in Communities*
 - Research reading habits in Aotearoa and explore the 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

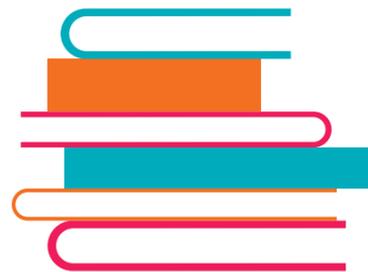
PLEASE JOIN US!

2019
A YEAR IN
REVIEW



WHY READING?

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 an even more powerful factor in life achievement than socio-economic background.

We also know the contribution reading makes to our mental wellbeing, to building empathy and to cross-cultural understanding.

OUR STORY

Read NZ Te Pou Muramura 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 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 2019 Read NZ team with author Dame Fiona Kidman. From left: Communications Manager Melissa Wastney, Dame Fiona, CEO Jo Cribb, Corporate Services Manager Tanya Prince, and Programmes Manager Kathryn Carmody.

WE WANT TO KNOW WHICH NEW CHILDREN'S BOOKS ARE PARTICULARLY GOOD, AND WHY.

Every two months our School Library letter delivers news of the latest books for children and young adults to more than 2,400 subscribers.

We focus mostly on new New Zealand books with the occasional international title. Our dedicated team of reviewers, who are all member school librarians and teachers, gave a 'highly recommended' stamp of approval to 97 of the total 224 new books that they reviewed for us in 2019.

