



## Ten minutes a day

The Newcastle Region Library's popular 'ten minutes a day' campaign was launched in 2002. The program was designed to educate parents and carers about the importance of reading aloud to children at an early age. Since the campaign's launch, thousands of schools, libraries and community organisations throughout Australia have passed on the message.



'Ten minutes a day - the best investment you can make in your child's future' is a promotional campaign that includes a brochure for parents and carers; a set of posters (suitable for classrooms and libraries), book packs for loan and a series of 'baby book time' workshops for parents and their babies.

In 2002 Newcastle Region Library commissioned one of Australia's foremost illustrators, Julie Vivas, to produce illustrations for the brochure and publicity material. Her distinctive watercolour style and mischievous bilby images provide the perfect icon to spearhead the campaign.

The 'ten minutes a day' concept and program was made possible by a donation from Newcastle Permanent Building Society's Charitable Foundation. It is an excellent example of a corporate partnership that is delivering far reaching benefits to the community.

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## Toddlers given free book in literacy bid

Every Victorian toddler will be given a free book when they turn two in an effort to improve childhood literacy.

The \$2.1 million Young Readers' Program, funded by the State Government, will give parents visiting Victoria's maternal and child health centres a book for their toddler. A literacy pack with a rhyme booklet and information on libraries will also be given to parents of four-month-old babies.

About 70,000 books will be handed out each year over four years, beginning with a series by Australian author Jeannette Rowe.

<http://www.theage.com.au/articles/2008/03/06/1204779967911.html> accessed 28/03/08



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<http://www.alia.org.au/advocacy/atyourlibrary/>

## Little Big Book Club

Public libraries, child and youth health agencies together with the media have joined together in making The Little Big Book Club an ongoing success. A unique



partnership with News Limited newspapers in Queensland, South Australia and Western Australia has and continues to ensure that the promotion of monthly stories, book selection, resource development and encouragement of storytelling sessions continues across the country.

The Little Big Book Club, part of the Big Book Club, is aimed at combating Australia's poor literacy record. For some Australians, reading is something we take for granted being in possession of the necessary literacy skills to read for whatever purpose, whether it is for pleasure, work, study or just day-to-day living. However, the reality is that there is a staggering number of Australians of all ages, who have poor literacy skills.  
<http://www.thelittlebigbookclub.com.au>

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