Executive Summary

“As community repositories of literature, science, and heritage... libraries build on how children learn best, by designing and delivering content-rich, play-based experiences that link... to books, exhibits, and collections. Their resources prompt parents and caregivers to explore, pose questions, make connections, exchange information and ideas, and instil in young children not only a love of learning, but also the skills for learning.”


The outcomes of the 2016 Summer Reading Club (SRC) Heroes and Villains program continue to demonstrate that the SRC is an effective resource for encouraging sustained literacy, access to literature, and involvement with local libraries by children, young people and their families during the summer holidays.

Led by State Library of Queensland (SLQ), in partnership with the Australian Library and Information Association (ALIA), the Australian Public Library Alliance (APLA), Libraries ACT, LINC Tasmania, Northern Territory Library, NSW Public Libraries Association, Public Libraries Australia, Public Libraries South Australia, Public Libraries Victoria Network and Public Libraries Western Australia, the Summer Reading Club Heroes and Villains program was delivered from 1 December 2016 to 31 January 2017, both online and in 1,066 (74%) public library branches (includes mobile libraries and Indigenous Knowledge Centres) across Australia.

APLA’s continued commitment to the delivery of this national, highly successful literacy campaign encourages libraries to use their library spaces, resources and collections to enrich the lives of children, young people and families; engage, connect, inform and inspire a love of recreational reading and the library habit; and places libraries as ‘active connectors’ in building literacy, language and learning in their communities.

Key outcomes* of 2016 Summer Reading Club program at a glance:

74% of Australian Public Libraries participated

1,066 library service points delivered Summer Reading Club activities

82,507 children and young people participated in library summer holiday programs

55,874 = 15% increase children and young people formally registered in the Summer Reading Club

456,187 = 37% increase books read

$58K distribution of library activation kits and promotional materials

3.8 million estimated audience media reach

22,674 visits to the Summer Reading Club website

32 collaborative partnerships and sponsors including:

• Public Library Associations
• Australian Children’s Literature Association (ACLA)
• Australian Children’s Laureate 2016-2017, Leigh Hobbs
• Australian publishers

*Based on information collected from online forms, Google Analytics (GA), data received from 70% of participating library services and feedback collected from libraries and participants.
The Summer Reading Club

“Public libraries have for a long time played a valuable role in helping children to learn to read through Story Time and associated programs and provision of children’s collections. While this continues to be a cornerstone of public library programming, many libraries are now offering programs and resources for the development of youth and adult literacy.”

∗ Guidelines, Standards and Outcome Measures for Australian Public Libraries, July 2016, p77

The Summer Reading Club (SRC) program aims to assist public libraries in stimulating a love of recreational reading and building a lifelong library habit. During the summer months children and parents participate in SRC activities and themed holiday programs across Australia, both online and in library spaces. In addition to sustaining literacy, participation in the SRC allows children, young people and their families the opportunity to:

- **ENGAGE** with libraries and library collections,
- **DISCOVER** and develop knowledge, understanding and skills related to the annual SRC theme, and
- **ENJOY** reading books and participating in activities that inspire a love of reading, literature and the library habit.

Engagement with libraries is central to the SRC program. Funding and resource contributions from APLA and SLQ enable the annual creation and delivery of a themed SRC program and resources for use by Australian public libraries.

Participating libraries receive access to downloadable program materials and ongoing support in the delivery of their SRC programs. Development of program materials at a national scale minimises participation costs while allowing public libraries the flexibility to deliver localised SRC programming that is responsive to their community’s needs.

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A National Literacy Program

APLA representatives reported, as of 30 August 2016, 1,433 public library branches (includes mobile libraries and Indigenous Knowledge Centres in some states) were operating in Australia.

In 2016, 1,066 library branches (74% of Australian public libraries) participated in the Summer Reading Club: Heroes and Villains program providing extensive opportunities for children, young people and their families to engage with libraries, library collections, holiday programs and activities to support recreational reading and sustained literacy throughout the summer months. The involvement of so many libraries substantiates the Summer Reading Club program as a national literacy program.

74% of Australian Public Libraries delivered Summer Reading Club activities in 2016.

I appreciate being able to offer such a well packaged reading program to help encourage those children who may not find time to read over the summer break.

Vanessa Murphy
Kalamunda Library, WA

Note: There are 33 libraries operating in the Northern Territory (NT); 22 are Indigenous Knowledge Centres and are 11 public libraries. In the NT, the Summer Reading Program is only held in the public library branches. This figure represents the percentage of all libraries participating.
Sustaining Literacy

Combatting the Summer Slide

The loss of learning over the summer months is often referred to as the “Summer Slide.” This tendency to lose some of the academic achievement gains made in the school year occurs as children disengage from participation in educational activities during the summer months and can put children at risk upon their return to school. Research continues to demonstrate that access to books, involvement in fun recreational reading programs and extending connections to literature through arts and multi-media activities has proven to combat the Summer Slide. Libraries are best situated to help children and families support continued development of multi-literacy skills in children throughout the summer by actively working to connect them to programming and resources which encourage reading for fun and enjoyment.

Data collected from libraries demonstrates they are identifying the SRC as an effective tool for combatting the Summer Slide by sustaining and encouraging reading and learning during the summer holidays. Children, young people, and their families express their enjoyment of reading and writing as a direct result of their participation in the SRC. Parents and caregivers also report an increase in recreational reading by their children during the summer months as they participate in the SRC.

Spotlight: City of Wanneroo Library Services, WA

This year focused our program around achieving the following goals:

- **Encourage a love of reading** in children 0 - 18 years of age
- **Build lifelong library habits** as demonstrated by number of new library memberships created for children during program period
- **Prevent Summer learning loss** as demonstrated by data obtained from targeted schools
- **Promote family literacy** by facilitating the development of language acquisition and reading skills
- **Engage families in play and learning activities** to support the development of young children’s cognitive, physical, social and emotional skills
- **Promote the smart, safe and responsible use of technology** as an eSmart accredited library service, including by including eSmart messages in our Activity Booklet
- **Better promote the program to local schools** than in previous years with each branch to target one local school in order to evaluate its success
- **Increase number of registrations** from 216 in 2015 – aiming for 350 in 2016 (with 500 dream target number). Our outcomes – 519 registrations! 1000 books read!

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Summer Reading is Fun!

Testimonials from parents and participants.

Registrations, books read and participant feedback are used to measure engagement of children and young people with the Summer Reading Club. Based on these measures, trends in data collected on the 2016 program demonstrate a steady positive growth in participation of children in the SRC, both online and in libraries, and reflects a growing community of Summer Reading Club participants. Feedback posted to the website by children and young people strongly suggests that the SRC program is anticipated each year and is a resource children, young people and families recognise as helping them sustain literacy during the summer months.

The Summer Reading Club used at home on the computer is exactly like a classroom, with me as the teacher. This year was a great leap forward for my kids. It gave me an insight on how much they've matured with their reading and writing skills. I personally wouldn't have been aware of half of their improvements had it not been for SRC. It's important for me to write and let you know of the my kids' learning endeavours; 13 years now, Bryce is slowly returning to his writing and a bit of reading. 11 year old Kelsea has been appointed School Captain for 2016. Academically she’s great, always focused, writes incessantly for leisure and dreams of being a children's author. Turns out 9 year old Jack is a great verbal book reviewer; he has a penchant for talking about the books he reads in a detailed manner, as told to me via his teacher. 5 year old Vienna goes to bed with a notebook and pencil to write books — that is why I like the Summer Reading Club a lot.

Paula Mackay
Parent of SRC participants, Bryce, Kelsea, Jack and Vienna, QLD

Thank you so much SRC. Louis has only just joined for the first time and it has taken the school holidays to another level, for both of us! I wish his school's approach to literacy made reading this much fun.

Christina
Parent of SRC participant Louis, 6 NSW

Great website! I’ve come back for the third or fourth year in a row and I was not disappointed. I love watching the SRC grow and get more popular - it's a great website and more and more people should follow it! The blog writers were FANTASTIC and I can’t wait to finally enter the two writing competitions - I’ve been super busy these holidays!

Hannah, 16 NSW

Imagination is the building block to life. Our imagination can stretch beyond believable. In your mind it can take you to places wherever you want, If you dream hard enough it actually might come true. The Summer Reading Club is the place to stretch your imagination — That is why I like the Summer Reading Club a lot.

Jack, 9 QLD

The whole year I wait for Summer Reading Club. One of my hobbies is reading. It makes me so happy. If I am sad and I start reading a book it makes me so happy. I start reading and a smile comes on my face. Summer Reading Club should get an award or more!

Saher, 9 NSW

This has been my first time in the Club and I have thoroughly enjoyed it! Thank you for this year’s theme! Heroes and Villains are just the COOLEST! It also helped me think up the Kwazap Kids series, which will hopefully be continued before the end of the Club! Keep up the EXCELLENT work!

Jessica, 11 VIC

Hi to the Summer Reading Club team, I am happy that you guys are back because you keep me reading during the break and I get to learn about lots of different books that I can read. Thanks!

Lily, 10 ACT

Dear Summer Reading Club,
I love the recommended books for primary. Thank you so much for making the Summer Reading Club. You deserve a gold medal. The Summer Reading Club has inspired me to read and write some amazing things. I learnt so much new vocabulary. The SRC blogs are great. I also love the competitions. Thank you so much.

Sahansa, 10 TAS

Hi SRC! This year has been great! I actually had no idea this existed until the 17th of Jan when I was on holiday in Kadina, SA and we went to the Library. The lovely Librarians told me about the SRC... It’s awesome to know that I’m not the only one out there in Australia that reads books instead of having my head in a screen watching Youtube or playing the Xbox!

Alannah, 11 SA

I think the SRC is a great way to keep us kids reading, because it’s also the holidays and it’s a fun thing to do! I loved doing the treasure hunt. I liked to tick all the answers we found.

Mali, 8 WA

This year has been the best year ever. The SRC was so good. The games, the colouring sheets and everything is good. I really like all the books. My favourite character is the boy. So yeah, I rate it 10/10.

Alex, 8 ACT
Achieving strategic outcomes

“Outcome measurement is particularly important for public libraries. It enables them to quantify what they hear every day from library users, and to better understand how the services they offer and deliver are reaching the community and what impact these services are having on library users. This understanding enables libraries to:

- improve over time the scope, reach, efficiency and quality of library services and programs,
- inform service planning and more efficiently manage available resources to achieve library goals,
- celebrate success within the library organisation and with the community and stakeholders,
- advocate and make a more compelling case for funding and investment in public libraries and service partnerships by combining hard data on library outputs and costs with the user’s perspective of service impact.”

Guidelines, Standards and Outcome Measures for Australian Public Libraries, July 2016, p73.

The collection of quantitative data is important in substantiating the literacy outcomes, reach and impact of the Summer Reading Club (SRC) program. SRC literacy outcomes are measured by participant feedback, observation, and counting numbers of books read and children and young people participating.

In conjunction with measuring literacy outcomes, participating libraries were asked to identify any additional outcomes gained through delivery of the Summer Reading Club Program in their spaces during the summer months. Their responses were then mapped against the sixteen guidelines or recommended areas of operational focus in accordance with APLA’s Guidelines, Standards and Outcome Measures for Australian Public Libraries, 2016, as surmised in the following table.

<table>
<thead>
<tr>
<th>Strategic Community Focus</th>
<th>Service Management</th>
<th>Service Offering</th>
<th>Service Delivery</th>
</tr>
</thead>
<tbody>
<tr>
<td>G1 Ensure universal access to library services within the community.</td>
<td>G2 Reflect community needs and aspirations and engage the community in shaping library services. G2.1 Services for targeted population cohorts.</td>
<td>G3 Champion cultural identity.</td>
<td>G4 Create partnerships to build community and individual resilience and capacity.</td>
</tr>
<tr>
<td>G5 Governance</td>
<td>G6 Management</td>
<td>G7 Content and collections A. Access for all E. Access to the collection</td>
<td>G8 Information and Reference services</td>
</tr>
<tr>
<td>G9 Programs Recreational, educational, wellbeing or cultural group activities or events provided by the library to share information, increase awareness, develop skills and promote use of the library’s services.</td>
<td>G10 Technology access</td>
<td>G11 Places (physical and digital)</td>
<td>G12 Service Points</td>
</tr>
<tr>
<td>G13 Staffing</td>
<td>G14 Funding</td>
<td>G15 Partnership and collaboration</td>
<td>G16 Customer Service</td>
</tr>
</tbody>
</table>

When graphed, library responses demonstrate that the delivery of the Summer Reading Club aligns to 81% of the operational guidelines recommended for public libraries in Australia.

In addition to literacy outcomes, mapping their responses clearly shows the Summer Reading Club program is helping libraries to achieve strategic community focus, service offering and service delivery objectives by:

- providing increased access to library content and collections (G7)
- supporting libraries in their objective to deliver programming (G9)
- positively impacting staff involved in delivery (G13) and
- providing opportunities for increased engagement with communities (G2), and in particular children and families (G2.1).

Adding to these measures, of the 70% of libraries who returned reporting data, it was also identified that participation in the Summer Reading Club as a national program allows libraries to:

- reallocate hours spent in development of program materials into program delivery (33%);
- leverage other program opportunities in relation to the annual programming theme (32%),
- leverage community partnerships (25%); and,
- seek additional funding (both internally and externally)(13%)
- approach authors and illustrators to participate in their programs (9%).

“Library programs allow participants to develop strong, deep and productive connections with their library, its collections and staff, other participants and their community. [Delivery of the Summer Reading Club program is] core to library operations as [it has] the capacity to efficiently deliver real and significant benefits to individuals and communities.” Guidelines, Standards
Community Impact

“Library spaces are transforming. In addition to housing archival and loan materials, desks and reading spaces, libraries are becoming even more flexible and activity-oriented. Given these transformations, understanding and demonstrating the new contributions public libraries make to their communities is critical.”

The Impact of Libraries as Creative Spaces, QUT 2016 pIII.

The Summer Reading Club not only helps libraries sustain literacy during the summer months, it is a means to assist building the library habit in children, young people and families. The strategic potential associated with delivery of this program also allows libraries to substantiate themselves as vital spaces and partners in communities, and to act as connectors within their communities.

Our annual program is now well established with a high standard expected from the community. So much so, the Shire has decided to help fund it so I no longer have to seek more than a small amount of community funding. This is a great outcome for a small Shire community where funding is light on the ground.

Kathryn Dye
Mount Barker Public Library, WA

The SRC provides an opportunity for families to connect and have a program they can be actively involved in together. Many of our participants were siblings; mothers and fathers were helping their young children read and fill out logs. It also is an exceptional media opportunity to promote libraries and literacy. Media picked up on not just our program but also ran stories on the importance of literacy for children and reading for pleasure.

Karen Gawen
Sunshine Coast Libraries, QLD

The SRC provides us with the opportunity to include all our locations across the state in shared activities, competitions and promotions.

Annette Casimaty
LINC Tasmania, TAS

This year each branch of the Brimbank Libraries partnered with a local primary school. This was a great opportunity to encourage membership of the library and the SRC. The Brimbank Libraries gave two book prizes to the children from each of the partnership schools. These prizes were awarded to the children who had read the most during the summer holidays.

Julie Baullo
Brimbank Libraries, VIC

The program brings families into the library that may not regularly visit. One of our branches, being in a tourist destination, also attracts a lot of families who are visiting the area who come to the library for the program.

Vicki Bailey
Port Stephens Library, NSW

Through the delivery of the Summer Reading Club we have seen increased enthusiasm for the library's program and collections.

Julie Cault-Ramsay
Libraries ACT, ACT

The SRC provides an opportunity to encourage use of the library and choice of reading.

Jenny Murphy
Clunes Library, VIC

We now tie in our school holiday program to the Summer Reading Club theme every year.

Gabbi Wyllie
Ryde Library, NSW

Through delivery of the SRC we are able to raise our library profile in the community and generate media content.

Anne Gault,
Grenfell and District Public Library, NSW

Delivering the SRC created opportunities for staff across our branches to share ideas and work to a common and creative theme.

Kim Williams
City of Ballarat Libraries, VIC

We tie the program in with our other literacy programming such as Rhyme time, Storytime, and 1000 books before school program etc.

Kathryn Taylor
Hume Libraries, VIC

The SRC allows us to promote literacy and the importance of reading.

Di Lane
Barossa Council Library Service, SA

It’s so wonderful to see the impact our programs have on our communities! Especially the Summer Reading Club Program, it’s one of my favourites.

Georgina Davison
Alice Springs Public Library, NT
## 2016 Data – A Historical Data Snapshot

The 2016 SRC report statistics are based on information collected from online forms, Google Analytics (GA), data received from 70% of participating library services and feedback collected from libraries and participants. The following table compares a range of Summer Reading Club outputs from 2013 to 2016. As noted earlier in the report, the steady increase across these measures demonstrates the continuing success of the SRC program.

<table>
<thead>
<tr>
<th>Summer Reading Club Comparison of SRC Outputs 2013-2016</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>as % increase from 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Australian public library branches*</td>
<td>1425</td>
<td>1402</td>
<td>1426</td>
<td>1433</td>
<td>&lt; 1%</td>
</tr>
<tr>
<td>Number of participating libraries</td>
<td>864</td>
<td>1040</td>
<td>1058</td>
<td>1066</td>
<td>1%</td>
</tr>
<tr>
<td>Libraries returning program evaluation data</td>
<td>46%</td>
<td>54%</td>
<td>60%</td>
<td>70%</td>
<td>10%</td>
</tr>
<tr>
<td>Total number of children and young people participating in library summer holiday programming</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>82,507</td>
<td>first time reporting 2016</td>
</tr>
<tr>
<td>Total number of children registered</td>
<td>34,576</td>
<td>41,589</td>
<td>48,419</td>
<td>55,874</td>
<td>15%</td>
</tr>
<tr>
<td>Children registered in libraries</td>
<td>29,877</td>
<td>35,150</td>
<td>42,396</td>
<td>50,956</td>
<td>20%</td>
</tr>
<tr>
<td>Children registering online</td>
<td>4,699</td>
<td>6,439</td>
<td>6,023</td>
<td>4,918</td>
<td>18% decrease</td>
</tr>
<tr>
<td>Number of books read</td>
<td>234,468</td>
<td>267,919</td>
<td>333,275</td>
<td>456,187</td>
<td>37%</td>
</tr>
<tr>
<td>Number of books logged online</td>
<td>N/A</td>
<td>N/A</td>
<td>10,459</td>
<td>13,778</td>
<td>32%</td>
</tr>
<tr>
<td>SRC website engagement (dashboard, program site, &amp; themed Club site)**</td>
<td>13,328</td>
<td>13,856</td>
<td>21,366</td>
<td>21,478</td>
<td>1%</td>
</tr>
<tr>
<td>Number of page views***</td>
<td>91,124</td>
<td>129,021</td>
<td>139,500</td>
<td>72,492</td>
<td>48% decrease</td>
</tr>
<tr>
<td>Number of authors and illustrators profiled on SRC website</td>
<td>17</td>
<td>21</td>
<td>21</td>
<td>21</td>
<td></td>
</tr>
<tr>
<td>Cost of provision of SRC (GST inc)****</td>
<td>$164,000</td>
<td>$183,000</td>
<td>$199,050</td>
<td>$189,176</td>
<td>5% decrease</td>
</tr>
<tr>
<td>Funds generated from SRC Merchandise (GST inc)</td>
<td>$30,000</td>
<td>$52,000</td>
<td>$63,050</td>
<td>$53,176*</td>
<td>15% decrease</td>
</tr>
</tbody>
</table>

*Data based in total branches per state provided by state APLA representatives.

** Data extracted annually from 1 April 2016 to 28 February 2017.

*** In 2016, overall pages on SRC website were reduced.

**** Includes estimated SLQ resourcing costs of $86,000 (SLQ Coordinator, SLQ Graphic Design, SLQ Web Services Support).

† In 2016, funds generated from sale of SRC Merchandise were 100% cost recoverable; no mark-up was included in 2016 pricing.
### SRC Nationwide—2016

The following information is provided to highlight the achievements by state.

#### ACT – Sixth year of participation in national SRC program

<table>
<thead>
<tr>
<th>Libraries participating</th>
<th>100%</th>
<th>9 of 9 library branches</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation in library programming</td>
<td>97 children and young people</td>
<td></td>
</tr>
<tr>
<td>Children registered in SRC</td>
<td>54 29% increase</td>
<td>In libraries 18,567 Online 994</td>
</tr>
<tr>
<td>Books read</td>
<td>114 48% increase</td>
<td>Logged in library 166,880 Logged online 3,079</td>
</tr>
<tr>
<td>Merchandise</td>
<td>$302.62 (GST exc)</td>
<td></td>
</tr>
<tr>
<td>Library display submissions</td>
<td>0 submissions</td>
<td></td>
</tr>
</tbody>
</table>

#### NT – Sixth year of participation in national SRC program

<table>
<thead>
<tr>
<th>Libraries participating</th>
<th>27%</th>
<th>9 of 33* library branches</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation in library programming</td>
<td>1,920 children and young people</td>
<td></td>
</tr>
<tr>
<td>Children registered in SRC</td>
<td>491 12% increase</td>
<td>In libraries 481 Online 10</td>
</tr>
<tr>
<td>Books read</td>
<td>4,162 2% increase</td>
<td>Logged in library 4,125 Logged online 37</td>
</tr>
<tr>
<td>Merchandise</td>
<td>$743.14 (GST exc)</td>
<td></td>
</tr>
<tr>
<td>Library display submissions</td>
<td>1 submission</td>
<td></td>
</tr>
</tbody>
</table>

#### NSW – Sixth year of participation in national SRC program

<table>
<thead>
<tr>
<th>Libraries participating</th>
<th>98%</th>
<th>360 of 367 library branches</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation in library programming</td>
<td>18,806 children and young people</td>
<td></td>
</tr>
<tr>
<td>Children registered in SRC</td>
<td>19,561 23% increase</td>
<td>In libraries 18,567 Online 994</td>
</tr>
<tr>
<td>Books read</td>
<td>169,959 52% increase</td>
<td>Logged in library 166,880 Logged online 3,079</td>
</tr>
<tr>
<td>Merchandise</td>
<td>$20,639.67 (GST exc)</td>
<td></td>
</tr>
<tr>
<td>Library display submissions</td>
<td>24 submissions</td>
<td></td>
</tr>
</tbody>
</table>

#### QLD – Sixth year of participation in national SRC program

<table>
<thead>
<tr>
<th>Libraries participating</th>
<th>74%</th>
<th>245 of 330 Library branches/Indigenous Knowledge Centres (IKCs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation in library programming</td>
<td>36,066 children and young people</td>
<td></td>
</tr>
<tr>
<td>Children registered in SRC</td>
<td>15,720 15% increase</td>
<td>In libraries/IKCs 14,575 Online 1,145</td>
</tr>
<tr>
<td>Books read</td>
<td>99,686 106% increase</td>
<td>Logged in library 97,113 Logged online 2,573</td>
</tr>
<tr>
<td>Merchandise</td>
<td>$7,430.97 (GST exc)</td>
<td></td>
</tr>
<tr>
<td>Library display submissions</td>
<td>14 submissions</td>
<td></td>
</tr>
</tbody>
</table>
### SA – Sixth year of participation in national SRC program

<table>
<thead>
<tr>
<th>Libraries participating</th>
<th>60%</th>
<th>78 of 130 library branches</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation in library programming</td>
<td>5,538 children and young people</td>
<td></td>
</tr>
<tr>
<td>Children registered in SRC</td>
<td>3,294</td>
<td>2% increase</td>
</tr>
<tr>
<td>Books read</td>
<td>22,495</td>
<td>31% decrease</td>
</tr>
<tr>
<td>Merchandise</td>
<td>$3,910.50 (GST exc)</td>
<td></td>
</tr>
<tr>
<td>Library display submissions</td>
<td>3 submissions</td>
<td></td>
</tr>
</tbody>
</table>

### VIC – Sixth year of participation in national SRC program

<table>
<thead>
<tr>
<th>Libraries participating</th>
<th>82%</th>
<th>223 of 272 library branches</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation in library programming</td>
<td>12,614 children and young people</td>
<td></td>
</tr>
<tr>
<td>Children registered in SRC</td>
<td>12,606</td>
<td>2% decrease</td>
</tr>
<tr>
<td>Books read</td>
<td>136,571</td>
<td>4% increase</td>
</tr>
<tr>
<td>Merchandise</td>
<td>$13,710.17 (GST exc)</td>
<td></td>
</tr>
<tr>
<td>Library display submissions</td>
<td>8 submissions</td>
<td></td>
</tr>
</tbody>
</table>

### TAS – Sixth year of participation in national SRC program

<table>
<thead>
<tr>
<th>Libraries participating</th>
<th>100%</th>
<th>47 of 47 library branches</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation in library programming</td>
<td>885 children and young people</td>
<td></td>
</tr>
<tr>
<td>Children registered in SRC</td>
<td>1,376</td>
<td>272% increase</td>
</tr>
<tr>
<td>Books read</td>
<td>10,625</td>
<td>3,043% increase</td>
</tr>
<tr>
<td>Merchandise</td>
<td>$1,784.87 (GST exc)</td>
<td></td>
</tr>
<tr>
<td>Library display submissions</td>
<td>3 submissions</td>
<td></td>
</tr>
</tbody>
</table>

### WA – Second year of participation in national SRC program

<table>
<thead>
<tr>
<th>Libraries participating</th>
<th>39%</th>
<th>95 of 245 library branches</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation in library programming</td>
<td>6,581 children and young people</td>
<td></td>
</tr>
<tr>
<td>Children registered in SRC</td>
<td>2,779</td>
<td>46% increase</td>
</tr>
<tr>
<td>Books read</td>
<td>12,666</td>
<td>179% increase</td>
</tr>
<tr>
<td>Merchandise</td>
<td>$ 4,654.40 (GST exc)</td>
<td></td>
</tr>
<tr>
<td>Library display submissions</td>
<td>2 submissions</td>
<td></td>
</tr>
</tbody>
</table>
External Engagement

SRC celebrates partnership with the Australian Children’s Literature Alliance (ACLA) to feature Australian Children’s Laureate 2016-2017, Leigh Hobbs.

The opportunity to work with the Australian Children’s Literature Alliance (ACLA) to feature Australian Children’s Laureate, Leigh Hobbs, as a guest blogger in the SRC online program was a program highlight for the 2016 Summer Reading Club.

Mike Shuttleworth, ACLA Program Manager writes: 
*Thanks for inviting Leigh to be part of the Summer Reading Club. Leigh seemed to take to blogging like a natural, but where did all those polite, inquisitive and articulate children come from? They were amazing. As program manager it was satisfying to know that our Laureate had an outlet to engage with children over the summer, and even more so given the way the children and young people responded. We hope to be able to continue our involvement in future Summer Reading Club programs.*

Through delivery of eight weekly blog posts Leigh Hobbs explained his role as Laureate, discussed his characters and illustrative processes, advocated the importance of school and public libraries, and librarians, and encouraged children to read, write and create their own stories.

Concluding his final post, Leigh wrote:  
*Anything is possible... and the future is unknown – you are writing your own story every day. Best wishes for a great year ahead... and remember to keep on reading! There is so much still to discover!*  

*Leigh Hobbs*

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**Sponsors**

In-kind donations from program supporters enabled the SRC to mail participation packs and prizes to children across Australia, for participating in the national online SRC competitions. Britannica Digital Learning, in association with Encyclopaedia Britannica Australia, provided online quiz content and the donation of eight mini iPads, valued at $3000. In addition, Good Reading Magazine included at their cost SRC feature pages in their *Good Reading, PK* (160+ Primary Schools), and *Spine Out* (260 + High Schools) magazines, reaching a total readership of 50,000+. A full page spread on the SRC program was also profiled in ALIA’s *INCITE* magazine, with a subscription reach of 5,000.

**SRC Website**

21,478 website visits were recorded from 1 April 2016 to 28 February 2017. The SRC website is comprised of two separate sites that target the different audiences accessing the program:

- **The SRC Program Information Portal**
  Housing information relating to libraries and organisations delivering summer reading clubs. Libraries register their information, place merchandise orders and download SRC program resources from this site. From 1 April 2016 through to 28 February 2017 Google Analytics (GA) tracked 8,077 visits to the program site, marking a 9% increase from 2015 in use of the program site.

- **The SRC Club or themed activity site**
  An interactive component of the SRC website for children and young people created to extend SRC programming into homes, support connections to literature and provide exposure for Australian authors and illustrators. Activities on this site are updated each year to align with the annual theme and are open for participation from 1 December to 31 January. Libraries are encouraged to incorporate activities from the SRC Club site into their local onsite programming.
When compared to the same period in 2015, the SRC Club or themed website saw a 15% increase in overall activity in 2016. From 1 December 2016 through 31 January 2017 Google Analytics (GA) tracked 9,664 visits to the themed website, equating to 43% of the overall website traffic, (marking a 6% increase in visits) along with a 32% increase in postings, (1,935 book raves, blog comments, competition entries, gallery submissions and 13,778 books logged), demonstrating that the online program content continues to be engaging children and young people. GA data also records that 3,021 visits or 31.26% of the visits to the SRC Club or themed website were via a mobile device. In addition to this data, a continued low overall bounce rate indicates that the site is meeting user’s expectations. Of those visiting the site, 60% of users spent up to 1 minute online, 36% of users spent 1-30 minutes online and 4% engaged with the site for more than 30 minutes. The SRC Club Registration, Log My Books and the Competitions pages continue to be high drivers of participation on the Club site.

Media
A 150% increase in media mentions between 1 October 2016 and 28 February 2017 relating to the Summer Reading Club 2016 program, saw a total estimated publicity value (ASR*) of $370,853. Coverage reached a cumulative audience of more than 3.8 million people (26% increase from 2015) through a mix of media outlets including online news sites, blogs and websites, print newspapers, and radio. Approximately 75% of mentions were online. Media outlets from New South Wales, Queensland, South Australia, Tasmania, Victoria and Western Australia all reported on Summer Reading Club, with 40% of media mentions coming from Queensland, 35% from New South Wales and 11% from Victoria. The largest circulation audience was reached in Queensland (over 1.8 million people). Queensland also received the highest proportion of the total ASR value (estimated at $177,526). This was complimented by increased activity on social media with over 134 mentions of the Summer Reading Club using #summerreadingclub

*Advertising space rate: equivalent value in advertising dollars if media space had been purchased. ASR is formulated on advertising costs plus space of coverage plus reach to relevant audiences.

Budget
Comprised of contributions from State Library of Queensland (SLQ), the Australian Public Library Alliance (APLA), and monies derived from the sale of SRC resources and themed collateral, the 2016 SRC operated to a budget of $189,176 (GST exc).

State Library of Queensland is committed to the delivery of this national program. Since its expansion into a national program, SLQ has allocated a budget of $25,000 annually towards SRC program expenditure, plus $86,000 in salary and associated costs for a dedicated resource to coordinate the delivery of the national Summer Reading Club, and in-kind internal SLQ marketing, communications and web services support.

APLA has also contributed $25,000 annually towards the SRC. This contribution is comprised of donations made by Libraries ACT, LINC Tasmania, Northern Territory Library, NSW Public Libraries Association, Public Libraries Australia, Public Libraries South Australia, Public Libraries Victoria Network and Public Libraries Western Australia.

In 2016 merchandise sales totalled $53,176.

Expenditure
SRC expenditure for 2016 totalled $103,176 not including SLQ operational costs. 2016 saw the distribution of SRC themed resources to the value of $53,176 (GST exc); with 815 resource kits and 5,550 lots of merchandise being ordered and distributed. Revenue generated from the sale of these resources offset 100% of the production of resources and costs of distribution. To keep costs to libraries at a minimum, merchandise pricing is assessed annually to remain cost effective, while being inclusive of costs associated with production and distribution. Additional expenditure was also incurred on graphic design, website development, online activities, prizes, and national advertising.

RECOMMENDATIONS
To continue to provide appropriate resources and ongoing value to public libraries, children, young people and families across Australia, the SRC is committed to a process of continuous improvement which involves evaluating feedback from all available sources.

Based on feedback and outcomes in 2016, the following recommendations are proposed for implementation in 2017:

1. Develop three year strategic plan (2017-2020) for delivery of Summer Reading Club for ratification by the Australian Public Library Alliance (APLA) and the Australian Library and Information Association (ALIA). Plan to include funding options proposals, website development plans and recommendations for tenth year anniversary of SRC program.
2. Trial use of a closed Facebook Summer Reading Club Facebook group for libraries/librarians to allow sharing of programming ideas and resources and establishing a network for opportunity and learning from those delivering the program.
3. Improve and refine program resources and ‘How to Guides’ for libraries, to assist and enhance the delivery of their SRC programs and to aid in increasing participation in the program.
4. Develop communications guide to assist libraries in promoting and sharing their outcomes across an array of platforms.
6. Continue to work with the Australian Children’s Literature Alliance (ACLA) and the Australian Children’s Laureate as featured components of the SRC online program.