



# LET'S READ Newsletter

Issue 4, December 2010



**Welcome** to the last edition of the *Let's Read* Newsletter for 2010. This edition highlights *Let's Read* launches, reading sessions and community news updates from New South Wales, Queensland, South Australia, Victoria and Western Australia.

## XMAS & New Year Break

*Let's Read* National Office (Vic) will be closed for Xmas & New Year break from 24<sup>th</sup> December 2010 to 4<sup>th</sup> January 2011 and our Distribution Centre will be closed from 22<sup>nd</sup> December 2010 to 18<sup>th</sup> January 2011. Orders can be placed during this period, and will be dispatched after 19<sup>th</sup> January 2011.

## Launch of Let's Read in City of Yarra - VIC



*Heather Le Roy launching Let's Read with members of YELL and the Yarra community*

Richmond Library hosted the launch of *Let's Read* in Yarra. Representatives from The Yarra Emergent Literacy and Learning Group (YELL) had been working together for 12 months to ensure the delivery of *Let's Read* to parents and children from the 3 housing estates and the surrounding areas. The aim of YELL is to ensure that all children are ready for school. We know that children from mainstream, middle socioeconomic status communities arrive at school with between 1200 and 1700 hours of one-to-one shared book reading and literacy development, while children from disadvantaged communities are exposed to less than 25 hours. Parents with a Health Care Card will have *Let's Read* delivered and be given the books when they visit their Maternal and Child Health Nurse. The Mayor,

Councillor Jane Garrett, Councillor Dale Smedley and Heather Le Roy, GM, The Smith Family together with over 50 parents, children and representatives from many of the agencies and services in Yarra participated in the launch. The launch included story telling with all the children and at the end of this all guests were asked to choose a book



*Norah reading to Sarah at the Launch*

and read it to one of the many children in attendance. All children received the gift of a book as they left. The visiting MCHNs now take the *Let's Read* books with them and use them when reading to the children they are visiting. Commercial Eyes has generously funded this project for The Smith Family.

*Anne Marmion  
Team Leader, Upper Metro, Learning for Life*

### Initiative of:





## Let's Read Launch in South Hedland - WA



*The Let's Read program Launch at Lotteries House*

The Smith Family South Hedland introduced *Let's Read* in November. The Smith Family along with community based professionals have started delivering *Let's Read* to the Hedland Community. The program has been warmly received and the community very much enjoyed the launch. McConnell Dowell have funded the program, and volunteered at the launch. The launch was very

successful; the word has got out in the community as Kathy Nelson the Learning for life coordinator in Hedland said:

*"Our children will have the chance to be part of a new generation who are better placed to learn to read when they reach school".*

*Jessica Sharp  
Let's Read Coordinator*

## Nambour Reading Festivals

*Let's Read Zillmere, Caboolture & Sunshine Coast - QLD*

*Let's Read* in North Brisbane, Zillmere, Caboolture and The Sunshine Coast continues to be very popular and is reaching many children due to the efforts of our wonderful deliverers. This term both the Nambour State School and Caboolture East State School took part in Reading Festivals where respected community members including police officers, firemen, nurses, chaplains, museum curators, shopkeepers and many more read to small groups of children.



*Nambour playgroup*



*Reading Festival at Nambour*

As well as spreading the news that everyone in the community loves books it also gives young children and their parents the opportunity to be welcomed into their local school community. This event has proven to be so popular that it is now a regular part of the playgroups, community and schools' calendar.

*Maree Stratton  
Let's Read, Project Officer*



## Let's Read Launch in Salisbury - SA



*Graham Jaeschke & Hon Jennifer Rankine read Dear Zoo with some children*

The launch of *Let's Read* in Salisbury was held on Friday 26<sup>th</sup> November 2010 at Bagster Road Community Centre. The day was a huge success, with parents, grandparents and children participating in fun, free activities designed to promote 'together time', such as play dough making, toy making and developmental games.

Local community organizations ran stalls, providing families with information about their services, such as Saver Plus and the local libraries.

There was face painting, a balloon twister and yummy fruit platters. The children also participated in storytime, being read to by a member of the South Australian Police.



*Katina, a member of the South Australian Police Force reading to children*

The program was officially launched by Hon Jennifer Rankine MP, Minister for Families and Communities, Housing, Ageing, Disability and a member of the *Let's Read* Executive Council. *Let's Read* in Salisbury was made possible through the generous support of Pantera Press and Quest Mawson Lakes.

*Sian Taylor  
Team Leader*

## Reading Session Story from Bundaberg - QLD

Recent events in Bundaberg have included talks to the Australian Breastfeeding Association and local community groups. The ABA visit new mothers in hospitals so there is an opportunity for involvement with *Let's Read* and for the ABA to take on board the training in order to deliver the packs as well. Read Aloud sessions continue with many new ones booked for the school holidays. Our very active volunteer Flora celebrated her 80th birthday in November and continues to amaze us with her

energy and enthusiasm. Flora participates in Read Aloud sessions and all promotional activities. An interesting idea for the Read Aloud sessions is to collaborate with Santa's Workshops in the shopping centres. We have one centre in Bundaberg which has placed us with Santa and this will no doubt be very successful.

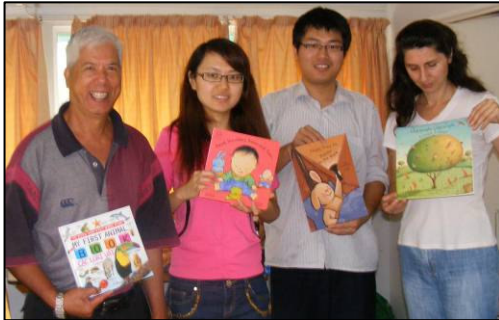
*Susan Scarr  
Let's Read Project Officer*





## ...Migrant parents support their children's early literacy skill development

*Let's Read Mount Morgan Rockhampton - QLD*



*English Conversation Class participants receive dual-language books.*

A group of Chinese, Vietnamese, Korean and Bulgarian adults meets weekly at Rockhampton Baptist Church for an 'English Conversation Class'. These people, some of whom have recently arrived in Australia, are all keen to improve their grasp of the English language. They also want to encourage their children to speak and read English well.

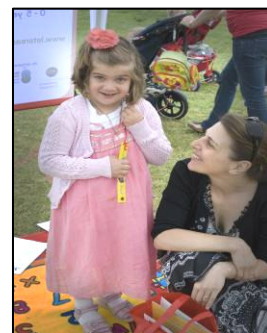
## Children's Week Celebration

*Let's Read Port Adelaide Enfield - SA*

On Friday 29<sup>th</sup> October, the annual *Playgroup in the Park* event was held for the Port Adelaide Enfield community at the Semaphore Foreshore to celebrate 'Children's Week'. Despite the terrible weather and heavy rain, hundreds of young children and their parents / carers came along and were entertained by a variety of activities including cooking, farm animals, painting, water games etc... We had a stall with information about *Let's Read* and other Smith Family programs. A great amount of interest in *Let's Read* was expressed; with 150 receiving the *Let's Read* Program. At one stage there was a lineup of approximately 10 mums with prams waiting to speak with us about the program. There was a big carpet rug on the ground where

A *Let's Read* Project Officer was invited to come as a guest presenter to this class. We spoke about books and reading in general. We promoted '*Let's Read*' and were able to provide dual-language picture story books. The class participants were excited by the quality and variety of the dual language books. One Vietnamese man, a Church pastor, is thrilled to be able to provide these books for the families he is in contact with – mostly employees at the Meat Works. We were also able to deliver the program and provide a *Let's Read* book bag for a Chinese lady and her little daughter.

*Jane Ganter  
Let's Read Project Officer*



*Loredana and daughter, Elena, with their Let's Read Pack*

hundreds of children created bookmarks for their new book! This was an extremely successful event for promoting *Let's Read* and reinforcing the message of the importance of reading from a young age and that reading is fun!

*Jessica Moser  
Learning for Life Worker*



## Let's Read in Onkaparinga – SA



*The mayor Lorraine Rosenberg launching TSF partnership with the City of Onkaparinga*

On Saturday 4<sup>th</sup> December TSF team launched a partnership between The Smith Family and City of Onkaparinga at the Summer Reading Club and *Let's Read* Launch Party. The event was held in Ramsay Place a beautiful area located outside a busy shopping centre in the South of Adelaide. On the day over 300 people came along to take part in the activities which included registering for Summer Reading, storytelling, Splodge craft activities, the Australian Museum of Childhood, a performance by the Giggly Kids, Indigenous dancers and more. It was a hot day but lots of

shade gave families a fun day out focusing on reading with their children.

This partnership will grow further in the future as *Lets Read* is rolled out across the 6 Onkaparinga Libraries and strong connections will continue to develop between early years sites and the library through our Learning for Life team.

The event was officially launched by Mayor Lorraine Rosenberg and TSF General Manager Graham Jaeschke.



*Laura from Centacare reading to families*

*Leeann Koesters  
Learning for Life Worker*

## Let's Read Community Event at Corrimal Library

*The Illawarra Let's Read - NSW*

On Monday 29<sup>th</sup> November 2010 TSF along with lead agency Schools as Communities Centres (Farmborough Road and Albion Park Rail) facilitated a *Let's Read* Community Event hosted by Wollongong City Council library services at Corrimal library. Almost 100 parents along with over 200 children attended the event, outstanding given the poor weather conditions. They enjoyed participating in a range of literacy based activities including story time, puppet show, rhythm and rhyme, alphabet games

and were also able to decorate and take home their own library bag filled with a range of treats including books, games and stationery items. The event was also well supported by a number of existing community partners and keen interest in *Let's Read* and further expansion of the program into the northern suburbs was demonstrated by a number of playgroups and pre-schools from the Corrimal community.

*Elicia Ford  
Team Leader*



## Launchpad to Learning

The Smith Family, with support from Boeing, is piloting a new program, Launchpad to Learning, in three communities - Villawood/Fairfield (NSW), Ipswich (QLD) and Collingwood (VIC).

As part of this program The Smith Family is going to deliver three community based events in each area to promote early years literacy and the importance of a 'whole of community' approach to improving literacy for children aged 0-5 years so that they start school with the necessary skills to learn.

The first of these community events was held in Villawood on 26 November, 2010 as part of the Villawood Children's festival. The event showcased *Let's Read* and promoted the concept of a 'whole of community' approach to early year's literacy. On the day a number of services from the local community took part to provide families with information and storytelling, book reading and related craft activities.

Similarly the event in Ipswich was held on 9 December, 2010 in association with Ipswich Council and the Ipswich local library. Book reading and storytelling based on the theme of air travel engaged the children, and a morning tea allowed *Let's Read* trained facilitators and other service providers to interact with the families.

The Launchpad to Learning event in Collingwood was held as a celebration of books and early years literacy in the Christmas season. Santa and his helpers read to children and there were lot of related fun activities including book making and face painting. In all 1,200 books were distributed and 567 gifts were given out to the attending children.

Similar events will be held again in these communities in 2011.



*Launchpad to Learning event at Collingwood*



*Launchpad to Learning event at Villawood*





## Let's Read Promotional Products to Purchase

### Fridge Magnets

These newly-developed resources will shortly be added to the order form on the website.



**Size: 9cm x 6cm**  
RRP - \$0.50 excl. GST



**Size: 9cm x 6cm**  
RRP - \$0.50 excl. GST

### Far North Queensland and Torres Strait Island Let's Read Parent Information Sheets



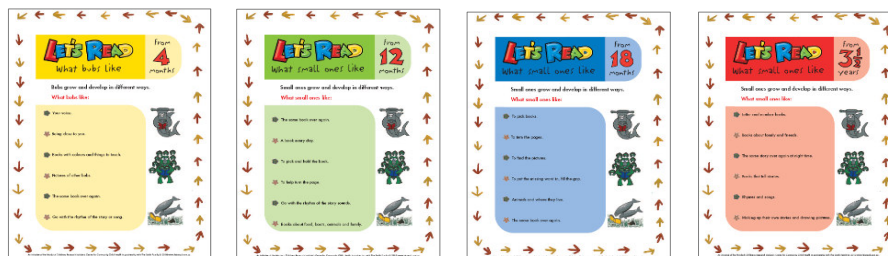
*Erica and Sophie discuss the sample artwork*

Erica Gardner (Centre for Community Child Health, Melbourne), Elizabeth Sayers, Amanda Stephens and Sophie Waugh (The Smith Family,

Queensland) worked collaboratively to produce the Far North Queensland and Torres Strait Island *Let's Read* Parent Information Sheets. There was a strong focus on reducing the amount of text and increasing the prominence

of images. The services of artist Leah Sandow and ongoing consultation with Sophie and Amanda were utilised to ensure the sheets were area specific and culturally appropriate. Hopefully parents, caregivers and professionals will find them attractive and really useful.

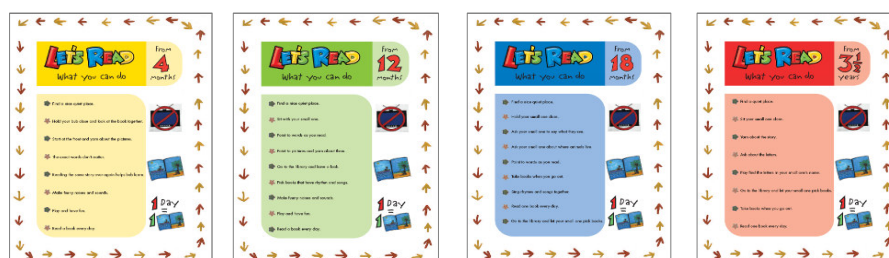
#### Front:



**Size: A4**

RRP - \$0.50 per sheet excl. GST

#### Back:





## Feedback

Have you had a wonderful idea? Developed a great new resource? Overcome a challenge? We'd love to hear about it. Help other *Let's Read* communities to thrive by sending us stories and photos to share in our next newsletter due out in March 2011. Contact us at [community@letsread.com.au](mailto:community@letsread.com.au)

## From the Let's Read Team



**"Season's Greetings & Best Wishes for the New Year!"**

**We look forward to working with you in 2011**

