

NEWS RELEASE

Friday 9 August 2013

HELP CLOSE THE INDIGENOUS LITERACY GAP ON *THE INTERNATIONAL DAY OF THE WORLD'S INDIGENOUS PEOPLE*

Join the Prime Minister, the Hon Kevin Rudd MP and other leaders in politics, media and business who are raising their hands to help close the Indigenous literacy gap as a part of the Australian Literacy & Numeracy Foundation's (ALNF) 2013 Wall of Hands Indigenous Literacy Appeal.

The 2013 Wall of Hands Appeal aims to raise \$400,000 to implement ALNF's life-changing literacy programs in remote communities across Australia. Like the famous faces you have seen as a part of the national outdoor advertising campaign, raising their hands across billboards, taxi backs, bus shelters and digital screens, why don't you raise your hand to improve the Indigenous reading rate on International Day of the World's Indigenous People.

The ALNF deliver ground-breaking programs to improve literacy rates in remote and very remote Indigenous communities – this year's Wall of Hands campaign will raise much needed funds to support literacy programs for kids in the remote Northern Territory community of Groote Eylandt. Today being the International Day of the World's Indigenous People gives us a great reason to celebrate Indigenous Australians and to highlight the importance of closing the Indigenous literacy gap.

The major sponsor of the three month national outdoor advertising campaign is the Outdoor Media Association (OMA), which is donating in the order of \$1.6 million worth of outdoor advertising space.

OMA member organisations who are donating campaign space include Adshel, APN Outdoor, Bishopp, goa, iOM, JCDecaux, oOh! Media, Rova and Torchmedia.

"Only one in five kids in very remote Indigenous communities can read and write at the minimum NAPLAN standard. This is a root cause of profound disadvantage and we must address it," said Kim Kelly, ALNF Co-Founder.

"International Day of the World's Indigenous People is a day to promote and protect the rights of our Indigenous Australians. It highlights the profound need to support our Indigenous people to help close the Indigenous literacy gap. We can turn the numbers around if all Australians join together and raise their hands in unison."

"Education and literacy are vital foundations for a person's life – the Indigenous literacy gap is just not right and that is why the outdoor media industry are partnering with the ALNF to tackle this issue and strive for better outcomes for remote and very remote Indigenous communities," said Charmaine Moldrich, OMA CEO.

"Our audience measurement system MOVE tells us that the campaign has reached over seven million people to date. This is a great result and our industry is proud to support the campaign for our second year. We've got big billboards and big personalities to draw attention to this big issue, and we want to see all Australians raise their hand and contribute to change."

Other Australians who have raised their hand include Her Excellency Professor Marie Bashir AC, CVO, Dr Tom Calma AO, journalists Peter Overton, Jessica Rowe and Deborah Thomas, TV presenter Faustina Agolley, Bob Hawke, Gotye, The Chaser, the team at Triple J, Urthboy, The Wiggles, Kerry O'Brien, Hon. Barry O'Farrell, Hon. John Robertson, Mario Fenech, Dan Kelly, Hon. Jenny Macklin, Mia

Freedman, Peter Garrett, Pip Edwards, Bridie Carter, Deborah Cheetham, Hon. Adrian Piccoli, Sarah Wilson, Matt Shirvington and Rhys Muldoon, The Swans, Lewis Jetta to name a few.

The ALNF and OMA are appealing to people to go to www.wallofhands.com.au raise their hand, make a donation and spread the word.

FACT SHEET

Politicians who are endorsing the campaign

Kevin Rudd: "Education breaks the cycle of poverty and marginalisation. We must close the gap and lift literacy levels for Indigenous students. I urge all Australians to raise their hand for Indigenous literacy and put their name on the Wall of Hands."

Malcolm Turnbull: "Literacy is the key to education, employment, to a life of opportunity and promise. All of the legal rights in the world, all of the good intentions will be frustrated unless all Australians can read and write."

Barry O'Farrell: "We should aspire as a society to ensure no child is left behind, whether in remote communities or the suburbs of our biggest cities. I am pleased to support the Wall of Hands appeal and congratulate ALNF on the young people they are inspiring and results they are achieving."

John Robertson: "Improving literacy in Indigenous communities is not just an educational issue. It is a moral and compassionate one – as vital step towards reconciliation and a country that grows and prospers together."

About the main partners

The Australian Literacy and Numeracy Foundation (ALNF) is Australia's first charity dedicated to raising national language, literacy and numeracy standards. ALNF funds and delivers specialised literacy programs throughout Australia. www.alnf.org

Wall of Hands is an annual fundraising appeal supporting ALNF's Indigenous literacy programs. Now in its 4th year, the campaign has contributed close to \$1 million to fund urgently needed literacy programs in remote indigenous communities in the Northern Territory. In 2012 alone, over 1300 children & young people received literacy support through ALNF's programs. www.wallofhands.com.au

The Outdoor Media Association (OMA) is the industry association for the \$500 million Australian outdoor advertising industry, representing approximately 90 per cent of Australia's outdoor media display companies and production facilities. It has 31 members and its core functions include audience measurement, regulatory affairs, media relations and member services.

Corporate partners

- The Outdoor Media Association – www.oma.org.au
- Barclays – www.barclays.com
- Downer Group – www.downergroup.com
- Eleven Communications - www.elevencom.com.au
- Michael Kennedy Photography - www.facebook.com/michaelkennedyphoto
- Two Feet Films – www.2feet.com.au

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