

NEWS RELEASE

Friday 28 June 2013

PRIME MINISTER RUDD HOLDING UP HIS HAND TO IMPROVE INDIGENOUS LITERACY RATES: BIG NAMES, BIG BILLBOARDS TO ADDRESS A BIG PROBLEM

Prime Minister Kevin Rudd and Shadow Minister for Communications and Broadband, Malcolm Turnbull are amongst top leaders in politics, business and media who have joined together to say that when it comes to the Indigenous literacy gap – enough is enough.

The sad fact, according to NAPLAN data, is that only one in five children in remote Indigenous communities is able to read and write at the minimum standard.

Today, big names will unite for the official launch of the 2013 Wall of Hands Indigenous literacy appeal. *Wall of Hands* raises funds for The Australian Literacy & Numeracy Foundation (ALNF) to deliver their ground-breaking programs to improve literacy rates in remote Indigenous communities.

The launch will be presided over by the NSW Minister for Aboriginal Affairs, the Hon Victor Dominello MP, at Westfield Bondi Junction.

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, JCDecaux, oOh! Media, Rova and Torchmedia.

The launch includes the demonstration of *Interactive Touchscreen Technology*, which allows passers-by to take a photo of themselves raising ‘raising their hand’ for Indigenous literacy, and broadcast it onto the big screen at Westfield Bondi Junction, and via their own social media.

Wall of hands advertising, including imagery featuring Mr Rudd and Mr Turnbull, is being displayed over three months at more than 30 Westfields around Australia.

This year the campaign is aiming to raise more than \$400K to support literacy programs for kids in the remote Northern Territory community of Groote Eylandt.

Prime Minister Rudd, Shadow Minister for Communications Malcolm Turnbull, NSW Premier Barry O’Farrell and NSW Opposition Leader John Robertson are all participating in the outdoor campaign.

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

“This is the time, today is the day, to put differences aside to close the Indigenous literacy gap. We can turn the numbers around if all Australians join together and raise their hands in unison.”

“The Indigenous literacy gap is just not right and just not on. That’s why the outdoor advertising industry and political leaders from all sides are getting together to tackle the issue,” said Ms Moldrich.

“We’ve got big billboards and big personalities to draw attention to this big issue, and the campaign to improve literacy rates in remote Indigenous areas.”

Other Australians raising their hand include Her Excellency Professor Marie Bashir AC, CVO, Dr Tom Calma AO, journalists Peter Overton and Deborah Thomas, and TV presenter Faustina Agolley.

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

The OMA and ALNF acknowledge and thank all of the corporate partners listed below, as well as Eleven Communications - the pro-bono creative agency behind the campaign.

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."

Campaign details

Run time: Monday 17 June – Friday 6 September 2013.

Launch date: Friday 28 June 2013

Website: www.thewallofhands.com.au

Facebook: <https://www.facebook.com/TheALNF>

Twitter: <https://twitter.com/theALNF> #wallofhands

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.

About the interactive touchscreen technology featured at the launch

Interactive touchscreen shopaLites have been developed over the last few years and are one of the newest forms of outdoor media. During this demonstration:

- Two interactive touch screens with built in cameras have been setup in front of a giant digital screen at Westfield Bondi Junction.
- Shoppers use the technology to take a photo of themselves raising their hand in support of the campaign to bridge the Indigenous literacy gap.
- The shopper can then share the photo on the big screen, which will potentially be linked to other screens in Westfields throughout the country.
- And they can TAP (NFC) or SCAN (QR Code) with their smartphone to download it to their phone for broadcast via social media (including details on how to donate to the campaign.)

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 – 2feet.com.au

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