

Media Release

Thursday 21 June, 2012

Out-of-Home industry puts its hands up in support of Indigenous literacy

The Hon Adrian Piccoli MP, NSW Minister for Education, today announced a major new community sponsorship donated by the Out-of-Home (OOH) industry to the Australian Literacy and Numeracy Foundation (ALNF). The sponsorship recognises the right of all Australian children to learn to read and write.

The national advertising sponsorship is valued at \$1.6 million annually and 2012 marks the beginning of a three year commitment by the OOH industry to the ALNF's annual Wall of Hands Indigenous literacy appeal – a national movement committed to improving literacy standards for Indigenous students.

Charmaine Moldrich, CEO of the Outdoor Media Association (OMA), said that the OOH industry is in a space of its own being the one remaining broadcast channel communicating to a large and growing audience across the nation.

“We feel very strongly, as an industry that is able to reach a broad national audience, that it is our responsibility to help promote organisations like the ALNF who are doing such excellent work.”

“Our wish is that through this OOH sponsorship, people across Australia will join us in raising funds to ensure that all Indigenous children in remote communities have access to the highest standard of education this nation has to offer,” said Moldrich.

With only one in five children in remote Indigenous communities able to read or write at the minimum standard, the Wall of Hands literacy appeal raises much needed funds for the ALNF to deliver literacy programs to change this unacceptable situation.

Unfortunately, regular schooling isn't always enough. Since 1999, ALNF has worked with communities and schools around Australia to deliver the specialised programs needed to help thousands of Indigenous students write their own futures.

“The statistics are often staggering, however, we can all do something very simple to turn the numbers around,” said Kim Kelly, Co-founder of the ALNF. “By joining the Wall of Hands campaign all Australians have the opportunity to raise a hand and help close the Indigenous literacy gap. Thanks to ALNF’s new partnership with the OOH industry, wherever you stand in Australia, you will be encouraged to take part.”

“This joint industry sponsorship adds to the \$15 million of support given each year by the OMA member organisations to a range of arts, sports and charity organisations as part of our ongoing commitment to the community” continued Moldrich.

Sydney agency Eleven Communications has provided the creative on a pro-bono basis for this current OOH campaign.

"We got involved with ALNF in 2009 to help them produce a simple fundraising mailer. We are constantly amazed at how this campaign has generated so much support, from former Prime Ministers, media personalities, sport stars and everyday people," said Jonathan McCauley, Director Creative Strategy, Eleven Communications

The 2012 Wall of Hands Indigenous literacy appeal officially kicks off on Thursday 21 June and runs until 9 September 2012. Funds raised will support life-changing literacy programs for children in the remote communities of Tennant Creek, Mungkarta, Elliott and Ali-Curung.

“The 2011 Wall of Hands appeal raised over \$220,000. With the power of OOH to help raise awareness of this vital issue, we hope to far exceed this figure for 2012 and help bridge the literacy gap between Indigenous and all Australian children,” said Moldrich.

For more information visit: www.wallofhands.com.au

MEDIA CONTACTS:

Emma Heath, Public Relations Consultant, OMA – M: 0413 768 588

Gabrielle Howard, Media & Public Relations Director, ALNF – M: 0416 060 611

About the **Outdoor Media Association**: The OMA is the peak industry body which represents most of Australia’s Outdoor Media Display companies and production facilities and some Media Display asset owners. www.oma.org.au

About **The Australian Literacy and Numeracy Foundation**: ALNF is dedicated to raising language, literacy and numeracy standards in Australia and raises funds to develop, implement and sustain innovative literacy projects for individuals, families and communities. www.alnf.org

Outdoor Media Association

Suite 504, 80 William Street, East Sydney NSW 2011
T 02 9357 9900 F 02 8356 9500 E info@oma.org.au
ABN 59 004 233 489 www.oma.org.au