

Strategic Plan 2015–2020

Enriching Australian
lives through literacy.



High levels of literacy are essential to a prosperous and democratic society.

The human brain is a 'work in progress', beginning before birth and continuing through the lifespan. Recent findings in the area of neuroscience show that positive early experiences are crucial in shaping language and literacy capability and that well developed literacy skills improve a person's life chances. Heckman (2000) simply but powerfully observed that literacy is "a skill that begets many other skills."

Literacy enables individuals to better understand and negotiate the world in which they live and to take advantage of and contribute to a civil society. Australians today, living in a knowledge economy in a global environment, where technology has increasingly transformed communication, require far more sophisticated literacy skills than those that have been required in previous eras. Low levels of literacy, on the other hand, have cumulative, negative effects.

National and international research continuously reinforces that how we engage with our young children has a fundamental impact on their lifelong learning and their ability to participate in society. Children who do not have positive engagement with adults in their first 3 years are at a distinctive disadvantage when they commence school. Research also demonstrates that if these children do not receive substantial intervention their trajectory does not alter throughout their school years.

The Australian Early Development Census (AEDC) confirms that even when a child has only one vulnerability out of the five domains, whether it be physical health and wellbeing, social competence, emotional maturity, language and cognitive or communication skills, that this vulnerability will have significant negative impact on that child's literacy capacity.

Furthermore, results from the 2011/12 ABS Literacy and Numeracy report show that 44% of Australians aged between 15 to 74 years have low literacy levels.

7.3 million Australians do not have the skills or ability to effectively participate in today's society.

** Information sourced from the NSW & SA Education Departments, The Education Council and the Australian Early Development Census (AEDC)*





Guiding Principle

That every individual is treated equally, with respect and supported in their pathway to social inclusion and lifelong learning.

Goal

Support and educate individuals, families and the community through sustainable programs. Our aim is to enable Australians to participate in society, both culturally and economically, to achieve lifelong learning and improved life chances.

Priorities

1

Advocacy

Raise awareness nationally of the crucial importance of literacy and its role in our every day lives.

2

Partnerships

Work with like minded organisations, individuals and governments. Celebrate, support and promote good practices.

3


Programs

Evaluate and grow our programs to enable positive practises and effective engagement between individuals, families and communities.

4

Knowledge

Provide opportunities to educate, inform, upskill and inspire.





Supported by



The Advertiser



Partnerships

- Department for Education and Child Development
- Families SA
- SA Health
- CaFHS
- Women's and Children's Hospital
- Community outreach services
- Australian publishing sector
- University of South Australia
- Nature Play SA
- Playgroup SA
- Variety SA – The Children's Charity
- Australia Council for the Arts
- Arts organisations

