The Secondary participation in the Challenge is the area that we are seeking to promote this year - the love for and mastery of reading is so very beneficial for language and cognitive development. The rate does drop off in the middle years, so always look to validate and / or make it fun.

Some suggestions for promotion:

- Get the students to come in at recess / lunch for 'Book Groups' - Carmel did this in her last site which was very successful - they came daily (particularly the girls, but boys soon followed!) and she provided some bikkies and a WARM room (especially inviting in winter!). She modelled how to run a book group discussion, & they took it away!! (They ended up taking turns to organise food etc.) In the end, we had to restrict their days, to get them outside & exercise!

- Some Secondary students are very enthused about the Challenge and receiving the medals, but are not enthused about the Assembly & recognition - perhaps ask if this is a barrier and if so, don't have the Assembly or do it differently!

- Organise library lessons with yourself or teachers to read aloud to the class - get a really good book (Like 'Destroying Avalon' for mature readers) and put on a bit of a show. See if the English teachers might conduct an oral 'reading aloud is allowed' competition that would have students perform texts with prizes for the winners.

- Chat to the English staff - help them to embed the Challenge in their programs - with assessment attached as this seems to add weight and validity to reading.

- Print out our certificates from the website - award for outstanding readers, so many books, etc.

- Challenge them to read a book from each category.

- Sort out a few options for us to come out to an assembly (no cost), with Ambassadors. They are fantastic in igniting the students! Put in an Ambassador Request on the website (under the For Staff / Parents, Ambassadors) or a Team Request (there are links to their websites, but please remember that these would be more like sport clinics as the teams have their own school-based programs).

Hopefully this is of help, and that you are able to inspire your students! Please contact us if we can be of further help and hopefully we will see you soon!

Carmel Jones