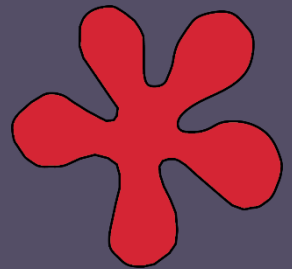




**Paint Kwinana READ**

# Strategic Action Plan

June 2021 to June 2023



# Karrak says ...



*Dancing together  
builds happy memories  
and helps me grow.*

*Sharing stories  
together builds  
happy memories  
and helps me grow.*

*Singing together  
builds happy  
memories and  
helps me grow.*



# Our Story

Paint Kwinana REaD is part of the national Early Literacy movement Paint The Town REaD which was established in 1998.

Paint Kwinana REaD was brought to life by the Kwinana Early Years Network in 2016 to encourage the community to talk, read, sing, rhyme and play with children from birth every day so they would be ready to learn at school.

The mascot of the initiative is a red-tailed black cockatoo named Karrak. The mascot was designed by two children from a local school through a city wide mascot design competition.

Karrak hatched from his egg on 29 September 2016 with the help and support of the community and two midwives after being read, talked and sung to in community centres, schools and early learning centres all over Kwinana.



The Aboriginal Elders supported the name KARRAK which is the Noongar name for the red-tailed black cockatoo and also stands for Kids Are Reading and Rhyming Allover Kwinana.

Paint Kwinana REaD has since been promoted through community events, discussions, Facebook pages and media. Red splotches, book boxes and the message “Have you read to a child today?” cover many community locations.

This strategic action plan outlines the vision, desired outcomes and activities supported by the Paint Kwinana REaD committee for the next two years from June 2021 to June 2023.

## Our Vision



Children in Kwinana love reading and books and possess the foundational early literacy skills to be ready to learn at school.

The following **foundational early literacy skills** drive Paint Kwinana REaD's work in early literacy: phonological awareness, vocabulary, print awareness, letter knowledge and background knowledge. Singing, talking, reading, writing and playing are supporting practices.

Find out more at <http://everychildreadytoread.org/>

Paint Kwinana REaD promotes sharing stories, making pictures and dancing to acknowledge different cultural practices of storytelling and that physical wellbeing is critical for a child's ability to engage in literacy. Shared reading and the interaction with books are central to all activities.



# Why it's important

Our brains do most of their critical development in the first three years of life. A baby's brain doubles in weight in the first year, tripling by age three.

Every time we read, talk, sing and rhyme with children brain connections grow, and build the foundations for learning.

Children with good foundational early literacy skills arrive at school:

- able to communicate their needs
- understanding conversations
- able to take direction, and
- ready to learn to read and write, with a healthy brain.

(Quoted from [www.paintthetownread.info](http://www.paintthetownread.info) 2021)

According to the Australian Early Development Census 2018, every fourth Kwinana child starts school developmentally vulnerable on one or more domains\*, in some suburbs\*\* that is every second child.



\* The five AEDC domains are physical health and wellbeing, social competence, emotional maturity, language and cognitive skills, communication skills and general knowledge.

\*\*Calista 48.4%, Parmelia 44.0%, Leda 38.0%

## Target Group

Children and their carers/parents from birth to eight years with a focus on pre-school.



## Outcomes

Paint Kwinana REaD is aiming to

- Increase the frequency of children and parents/carers enjoying early literacy activities together;
- Increase the numbers of children and parents/carers enjoying community literacy events;
- Increase parental and community knowledge and skills about early literacy;
- Increase the number of books in children's homes.

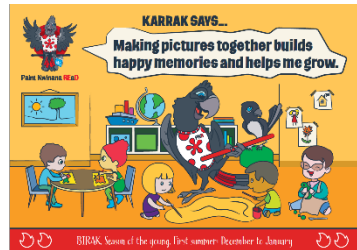
# Activities

To achieve our outcomes, Paint Kwinana REaD is increasing culturally appropriate community and targeted early literacy opportunities and resources for children and parents.

## Literacy messages and Karrak's visits

Every second month Paint Kwinana REaD launches a message that highlights and encourages a foundational early literacy practice (see page 4).

The practices are singing, talking, sharing stories, making pictures, playing and dancing. Done together these activities build happy memories and help children grow.



The messages are linked to the six Noongar seasons and to the City of Kwinana Community Calendar.

Once every season mascot Karrak will visit an existing storytime session in Kwinana to promote the current message. Every child that attends the event receives a free book. Venues could be the library, schools, Early Learning and Care Centres, playgroups and Family Day Care.

Photos of Karrak's visits and the reading messages are posted on the initiative's Facebook page. Messages are communicated via email and can be shared by the community.



Get in touch if you would like to launch or pone of the messages at your storytime session.

Contact: [paintkwinanaread@hotmail.com](mailto:paintkwinanaread@hotmail.com)

## Big Karrak and his puppet friend

In June 2021 Karrak made a new friend, a smaller Karrak puppet. Both the mascot costume and puppet Karrak can be hired for free by the community to support various non for profit literacy activities.



Both mascots live at the Child and Parent Centre Calista, Harlow Road.  
Contact: 9367 0960,  
calista@ngala.com.au

## Book Swap boxes

Book swap boxes can be found at various locations in the community where children can take or swap a book. All books are labelled with a Paint Kwinana REaD sticker so families can easily recognise them.



Every book box host is responsible to keep the boxes tidy and to refill them with new books as required.



More books are available at Roger Cook's office,  
3 Chisham Ave, Kwinana Town Centre  
Contact: 9439 6444



## Annual events

Paint Kwinana REaD commits to support and/or host the following events each year:

- National Simultaneous Storytime (May)
- Book Week (August)
- Karrak's birthday - Annual Reading Day (October)

Every child receives a free book at these events.



Karrak can be involved in a variety of other community events that align with Paint Kwinana REaD's vision and outcomes.

Contact: [paintkwinanaread@hotmail.com](mailto:paintkwinanaread@hotmail.com)



# Measures of Success

Paint Kwinana REaD is considered successful if there is:

- Increased uptake of mascot/puppet hire;
- Increased community engagement with bi-monthly literacy messages;
- Increased event participation;
- Increased demand and turnover of book swap boxes;
- Anecdotal evidence of improved child development outcomes & child-parent relationships;
- Improved AEDC results.

# Behind the Scenes

Paint Kwinana REaD is an unincorporated community group, driven by community organisations and community members on a voluntary basis. Members form a committee which meets regularly to oversee, plan and evaluate all activities.

Paint Kwinana REaD is funded by donations, sponsorship and seeks funding opportunities through local, state and federal government, philanthropic and service organisations.



Would you like to support Paint Kwinana REaD by becoming a committee member or making a financial contribution?

Contact: [paintkwinanaread@hotmail.com](mailto:paintkwinanaread@hotmail.com)

This strategic action plan was released by the Paint Kwinana REaD committee on 8 June 2021. Members of the committee at the time were Ngala, Meerilinga, Kwinana Early Years Services, Connecting Community for Kids, City of Kwinana and Little Bandits Child Care.

## Karrak says ...



*Talking together  
builds happy  
memories and  
helps me grow.*

*Playing together  
builds happy  
memories and  
helps me grow.*



*Making pictures  
together builds  
happy memories  
and helps me grow.*





**Paint Kwinana REaD**

TALK, READ, SING, RHYME + PLAY

**Would you like to be involved with  
Paint Kwinana REaD?**



Contact [paintkwinanaread@hotmail.com](mailto:paintkwinanaread@hotmail.com).



**Paint Kwinana REaD**  
is an initiative by the  
Kwinana Early Years  
Network



Find us on Facebook