

For immediate release
Monday 17 June 2013

AUSTRALIA'S POLITICIANS UNITE TO HELP END INDIGENOUS DISADVANTAGE

Australia's politicians today put their differences aside and unite to spearhead the launch of the **2013 Wall of Hands** appeal.

Former PM and Member for Griffith Kevin Rudd, Shadow Minister for Communications and Broadband Malcolm Turnbull, NSW Premier Barry O'Farrell and NSW Opposition Leader John Robertson will join with other high profile Australian's in a national campaign to end the profound disadvantage caused by illiteracy in Indigenous Australian communities.

With only one in five children in remote Indigenous communities able to read and write at the minimum NAPLAN standard, the **Wall of Hands** raises much needed funds for The Australian Literacy & Numeracy Foundation (ALNF) to deliver the ground-breaking literacy programs needed to change this unacceptable situation.

"The statistics are often staggering, but we can turn the numbers around if all Australians come together and raise their hands in unison. By joining forces Malcolm, Kevin, Barry and John have made clear that Indigenous illiteracy is an issue to be tackled as a nation, for the good of ALL Australians," says Kim Kelly, ALNF Co-founder.

The Wall of Hands appeal is supported by a national outdoor advertising campaign which is valued at approximately \$1.6 million and has been donated by the Outdoor Media Association (OMA) member organisations including Adshel, APN Outdoor, Bishopp, goa, JCDecaux, oOh! Media, Rova and Torchmedia.

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.”

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

Funds raised will support the delivery of literacy programs for children in the remote Northern Territory communities of Tennant Creek, Mungkarta, Elliott, Ali-Curung and Groote Eylandt.

Go to wallofhands.com.au, raise your hand, make a donation and spread the word.

Major Partner: Barclays. Key Partners: Downer Group & Eleven Communications. Campaign partners: Michael Kennedy Photography & Two Feet Films.

When: Monday 17 June – Friday 6 September 2013.

Where: www.thewallofhands.com.au

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

Twitter: <https://twitter.com/theALNF> #wallofhands2013

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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.

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.

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.

The OMA operates nationally and prior to July 2005 traded as the Outdoor Advertising Association of Australia (OAAA). It was first incorporated in 1939.

The OMA's charter is to serve its members by promoting the OOH industry and developing constructive relations with its primary stakeholders. Its core functions are Marketing and Research (including audience measurement), Government Relations and Regulatory Affairs, Media Relations, and Member Services.

The OMA is governed by a Board of Directors which is elected by the membership.

Members of the OMA adhere to a Code of Ethics and abide by the regulatory frameworks in which they operate.