

OFFICEWORKS AND AUSTRALIAN LITERACY AND NUMERACY FOUNDATION LAUNCH 'LITERACY IS FREEDOM' APPEAL TO SUPPORT AUSSIE KIDS

For immediate release - Officeworks, Australia's leading retailer for technology, office supplies, furniture, stationery and learning and development resources, is proud to launch its annual Literacy is Freedom Appeal nationwide during the month of September. Celebrating 13 years of partnership with the [Australian Literacy and Numeracy Foundation](#) (ALNF), the appeal has contributed over \$4.2million, supporting over 35,000 students and continues to provide access to life-changing support to improve literacy levels for Indigenous and marginalised children across Australia.

ALNF is a national charity assisting people in the most marginalised communities to gain vital language, literacy and communication skills. ALNF's specialised and innovative programs address the needs of a diverse range of individuals, children and communities – specifically supporting First Nations, refugee and other vulnerable Australians.

For over a decade, Officeworks' long-standing partnership with ALNF has empowered communities and made a life-changing impact on the literacy and educational outcomes of Australian children. This collaboration has not only transformed lives but also driven systemic, community-led change, by working tirelessly to close the literacy gap and ensure that all children thrive in school, no matter their circumstances.

ALNF Co-Founder and Executive Director Kim Kelly said: "We are proud to be partnering with Officeworks, an organisation walking with us towards equality and deeply committed to creating impact. Being able to read, write and communicate opens the door to a world where everyone has the confidence to express themselves, engage with society and share their stories. No child should be left behind."

Officeworks Community Manager Zoe Cairns said: "We're passionate about ensuring every child in Australia can have an education, no matter what their circumstances are and are proud of our long-standing partnership with ALNF and of the positive impact we make together. Together with the generosity of our customers and local communities, we are excited to help make a real impact in the lives of Australian children through this year's Literacy is Freedom Appeal and empower more children to write their own bright futures and make bigger things happen."

This year, ALNF ambassadors, award winning actress Michala Banas and actor and Play School presenter Luke Carroll are throwing their support behind the campaign again, encouraging Australians to donate to the Appeal and support ALNF's work to make literacy accessible to all.

Luke Carroll shared, "The reason I'm a proud ALNF ambassador is because I love my culture. I'm a proud Wiradjuri Ngunnawal man, First Nations man, but I'm also passionate about education, and it's something that my mum instilled in me at a young age and throughout my life until her passing recently. I hope to instil this in to not only into my own children, but into all children."

Michela Banas, added, "The Literacy is Freedom Appeal is so important because what is happening is ALNF and Officeworks are taking extraordinarily important work with literacy out into Indigenous

communities and underserved communities, and it's helping Indigenous kids right across the nation to build brighter futures for themselves, and most importantly write their own stories.”

The Literacy is Freedom Appeal runs throughout September, closing on Saturday 30 September. The Appeal forms part of Officeworks' People and Planet Positive Plan commitment of raising \$5 million for local causes between 2020 and 2025 and supporting 30,000 students who need it most.

Customers can support the Appeal throughout September by donating at the checkout at Officeworks in-store or online, or purchasing an Officeworks and Literacy is Freedom tote bag. To find out more about the Literacy is Freedom Appeal, visit the Officeworks [website](#).

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Notes to the editor:

The Literacy is Freedom Appeal supports ALNF'S programs, these include:

- **Early Language & Literacy (EL&L):** This program has supported community members and championed strong literacy and educational equality in the vital prior-to-school years for children, aiming to break the cycle of transgenerational illiteracy and disadvantage in marginalised communities across Australia.
- **Indigenous First Language** – This program strives to give every First Nations child a voice through strong literacy in English and First Language, by addressing the Indigenous literacy gap in Aboriginal and Torres Strait Islander communities across the country.
- **Share-A-Books:** Officeworks have helped put over 114,000 high quality and engaging books in the hands of children and in homes through our Share-A-Book program, a powerful initiative that has increased access to new, quality and culturally appropriate books in some of our most marginalised communities
- **Literacy Packs:** supplying vital learning resources to children and families in the community, directly addressing the significant barriers that all too often stem from a lack of access to basic literacy resources. In the last 5 years, Officeworks has helped gift over 16,400 Literacy Packs, filled with carefully selected and age-appropriate resources Tubs of Play-Doh, Colouring and early years' activity books to provide young children with fun and engaging opportunities to unlock vital language, literacy and cognitive skills, and other vital stationery and learning resources
- **Emergency Relief:** Over the years, some partner communities have been severely impacted by natural disasters, as well as the recent COVID pandemic - resulting school lockdowns. Too often, these disasters have hit the most vulnerable in these communities hardest and threatened to halt children's learning and education. Thanks to the overwhelmingly generous support of Officeworks, ALNF has been able to continue providing essential relief in the toughest of times to allow families, educators and community members to focus on rebuilding and strengthening community resilience.

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ABOUT OFFICEWORKS

Established in 1994 in Richmond, Victoria, Officeworks is committed to making bigger things happen for its customers, team, the community and stakeholders. It operates 170 stores across Australia, a website that is home to more than 40,000 products, a national call centre, and a business team that helps micro, small and medium-sized businesses start, run and grow and Australians to work, learn, create and connect.

Officeworks offers customers a wide range of office supplies, technology, furniture, art supplies, education resources and helpful services like print & copy and on-site and remote tech support through Geeks2U – delivering an experience that is easy and engaging, no matter how customers choose to shop.

Officeworks is focused on the safety, wellbeing and career progression of the more than 9,000 team members it employs. It's also dedicated to operating in a sustainable manner, including building and maintaining meaningful connections with the communities in which it operates, fundraising for its national partners and local community groups, continuing to reduce its impact on the environment and source responsibly.

ABOUT ALNF

The Australian Literacy and Numeracy Foundation (ALNF) is a national charity seeking to assist people in our most marginalised communities to gain vital language, literacy and communication skills. ALNF's specialised, innovative and proven programs address the needs of a diverse range of individuals and communities – specifically supporting First Nations, refugee and other vulnerable Australians. ALNF believes that literacy is freedom - literacy allows individuals to access education, participate meaningfully in our society and to have a voice. It is a basic human right.