

**FRIENDS OF  
LIBRARIES  
AUSTRALIA**

# **NATIONAL BACKYARD CRICKET**



**A new campaign in support of Australia's  
Rural, Regional, and Remote Public Libraries**

SWITCH 2021

18 November 2021

Leveraging the nation's love of cricket and public libraries to improve learning outcomes across regional Australia



## **The Vision:**

**Raise awareness** of the critical and oft overlooked role of public libraries, and **Raise funds** to support better learning, social and employment outcomes in rural and regional Australia.

# THANKS FOR SUPPORTING EDUCATION

IN CRICKET PLAYING NATIONS

Share the fun you are having on social media using the hashtag

**#NATIONALBACKYARDCRICKET**



[www.nationalbackyardcricket.com](http://www.nationalbackyardcricket.com)

# 2021 Inaugural Campaign Achievements

- 132 games played
- \$125,000 raised
- High profile games at Governor General's Canberra & Tasmania
- 50/50 split - country libraries and LBW overseas education initiatives



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# Achievements for Country Libraries

- 54 grants of \$500-\$1,500
- Libraries in every state and the NT
- Funding for education resources and activities.
- Matched by gift cards from Harvey Norman.
- Libraries encouraged to publicise their events and activities



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# Applicants and grant winners spread across the country

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**“I am very happy that you supported our proposal – the kids of Cobar will have lots of educational fun in the coming months!” *Jane Siermans, Manager Library Services***

**“That’s wonderful news! We’re ready to get stuck into planning our proposed IT classes and getting the essential help to those in our community that need the support and connection this program will provide.” *Meaghan Brown, Library Services Co-Ordinator, City of Wodonga***

**“We’re delighted to accept your generous grant and look forward to running the classes.” *Kim Colbourne, Northam Library***

**“Thank you so much – this is indeed wonderful news. Funding will assist our reading program to reach out to our Hilltops region!” *Janice Ottey, Hilltops Council***

**“Thanks very much! We’re delighted to receive this grant. It will really enable us to offer more services outside the libraries.” *Gill Westera, Senior Librarian, Port Hedland***

**Thank you so much for this exciting news, we are tremendously grateful for this opportunity, but we are mostly excited that there is a group who supports and recognises public libraries and the work that they do!”**

***Kelly Pitt-Lancaster, Southern Grampians Shire Library***

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# NATIONAL BACKYARD CRICKET



Campaign  
Partners



# Key NBYC activities 2021/22

**Now** – Fundraising website is live. **Cricket NSW** backyard cricket campaign underway.

**Dec 1<sup>st</sup>** – campaign Promotion BEGINS, Competition opens, Social Media intensifies.

**Dec 26<sup>th</sup>** – **Triple M** promotion nationally

**Jan 1<sup>st</sup>** – **Nexba** promotion in Woolworths stores and Online.

**Jan 17<sup>th</sup>** – Regional **Harvey Norman** Stores will hold NBYC events

**Feb 1<sup>st</sup>** – Governor General's Game, Sydney with **Cricket Australia**

**Feb 5<sup>th</sup>** – One Day Int. Aust vs NZ @ SCG will be a NBYC event with **Cricket Aust.**

**Feb 6<sup>th</sup>** – NATIONAL BACKYARD CRICKET DAY

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# How Libraries Can Get Involved

NOVEMBER

DECEMBER

JANUARY

FEBRUARY

6TH FEB IS NBYC DAY

1

SHARE INFORMATION WITH YOUR LIBRARY MEMBERS  
IN YOUR LIBRARY, ON SOCIAL MEDIA OR VIA NEWSLETTER.  
TELL THEM ABOUT NATIONAL BACKYARD CRICKET AND HOW IT CAN BENEFIT LIBRARIES

2

COMMUNITY PLAYS BACKYARD CRICKET  
ENCOURAGE YOUR MEMBERS TO REGISTER TO  
PLAY A GAME OF BACKYARD CRICKET FOR A \$20  
DONATION TO SUPPORT COUNTRY LIBRARIES @  
[HTTP://NATIONALBACKYARDCRICKET.COM](http://nationalbackyardcricket.com)

BRING YOUR COMMUNITY TOGETHER TO PLAY BACKYARD CRICKET  
HOST A BACKYARD CRICKET GAME TO RAISE COMMUNITY AWARENESS,  
FUNDRAISE FOR COUNTRY LIBRARIES AND HAVE FUN.

3



**THIS SUMMER  
PLAY TO SUPPORT  
LEARNING FOR A  
BETTER WORLD**



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CRICKET**

Register and donate to our local community event and be in the running to win great prizes.

Register, donate and more at [nationalbackyardcricket.com](http://nationalbackyardcricket.com)

Charity donations of \$2 or more to the LBW Trust may be tax-deductable in Australia. T&C's apply.



**NATIONAL  
BACKYARD  
CRICKET DAY  
SUNDAY  
6 FEB 2022**



**— NATIONAL —  
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A local community event raising funds for education of disadvantaged young people both in XXXXX and communities across the globe. Register, donate and more at [nationalbackyardcricket.com](http://nationalbackyardcricket.com)

Charity donations of \$2 or more to the LBW Trust may be tax-deductable in Australia. T&C's apply.



# Looking forward to the summer of National Backyard Cricket

- Learn more at: <https://nationalbackyardcricket.com>
- Register your library: <https://tinyurl.com/y8reha5b>
- Follow the fun at
  - Facebook: @nationalbackyardcricket
  - Instagram @nationalbackyardcricket
  - Twitter: @nationalbyc
- Questions?
  - email: [jgoodman@betterlibraries.org.au](mailto:jgoodman@betterlibraries.org.au)
  - FOLA on Facebook: [www/facebook.com/FOLAfriends](http://www/facebook.com/FOLAfriends)

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