

CBCA 2025 Reading Passports

1. ideas to use the passport and stamps in schools, public libraries and book shops-to be added to the CBCA webpage
2. marketing plans for promotion and advertising



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CBCA 2025 Reading Passports

The Reading Passports and 3 stamps (puffin, treasure chest and books) are a new initiative for 2025 and blend in perfectly with the 2025 CBCA theme 'Book an Adventure'.

There is a dedicated page on the CBCA website giving ideas on how to use the reading passports. A QR code inside the passport provides a link to the CBCA reading passport page.

<https://cbca.org.au/2025-cbca-passport>

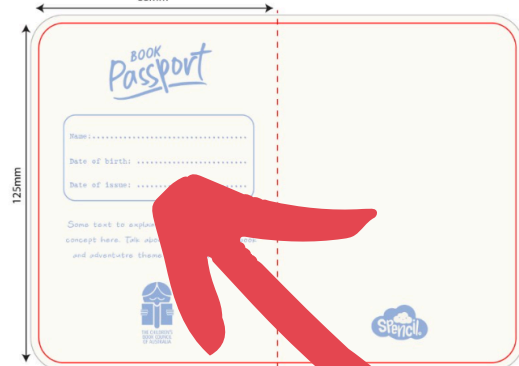
CBCA - BOOK WEEK PASSPORT

Cover: 300gsm CMYK printing outer, one colour inner

OUTSIDE COVER

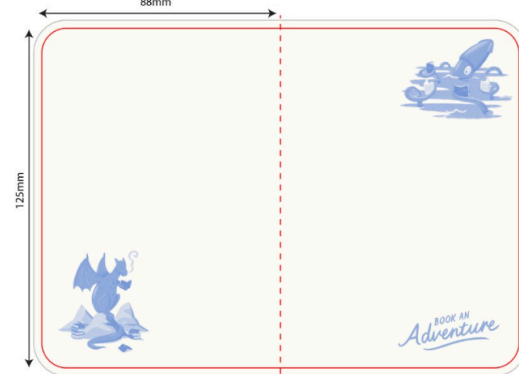


INSIDE COVER



Inner pages: 100gsm paper one colour printing both sides

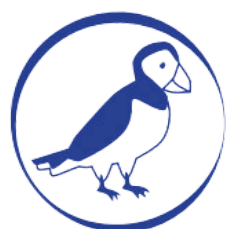
INNER PAGES SIDE A



INNER PAGES SIDE B



Stamp Designs





CBCA 2025 Reading Passports

Here are suggestions for the 2 main groups that could use the reading passport

- teachers/public libraries
- book shops

These will be available on the CBCA website passport page

For teachers and public libraries

Welcome Adventurer!

Your mission is to explore the magical world of books, unlock treasure, and let your imagination take flight.

Use this passport to track your reading journey.

Earn stamps by completing challenges, reading books, and participating in library activities. Can you complete the ultimate adventure?

Suggestions for Passport Sections

1. Personal Information Page

- A section where students fill out their name can be a reader alias

1. Adventure Destinations

- Each page represents a genre or book-related milestone, such as:
 - Fantasy Forest (fantasy books)
 - Mystery Mountains (mysteries)
 - Nonfiction Nexus (informational books)
 - Sci-Fi Space Station (science fiction)
 - Poetry Pier (poetry collections)
- Students get a stamp or sticker when they read a book from that genre.

1. Traveler's Notes

- Space for students to jot down the title, author, and their favourite part of the book.

1. Challenge Stops

- Special stamps for completing challenges, like:
 - "Read in a new location" (e.g., outside, under a tree).
 - "Recommend a book to a friend."
 - "Read a book by an Australian author."
 - "Finish a book in one week."



CBCA 2025 Reading Passports

Treasure Chest Stamp

Use this to symbolise milestones or achievements:

Stamp Roles

Book Treasure Chest Stamp: Unlocking Achievements

- Represents discovery, reward, and reaching milestones.



Use this stamp when students:

- Complete Books: Stamp their passport after finishing each book.
- Explore Genres: Mark milestones for trying new genres (e.g., mystery, fantasy, nonfiction).
- Reach Goals: Celebrate significant milestones they set themselves for- reading 5, 10, or 20 books.

Treasure Chest Challenges (Discovery)

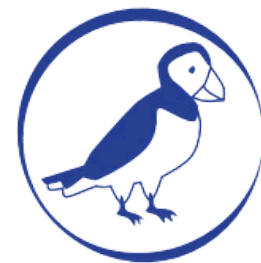
- Award when students answer a specific challenge, such as finding a book with a map, a book featuring a quest, or a book by a new author.
- Treasure Trove Explorer: Finish a book with a map or a hidden treasure.
- Golden Key: Read a book by an Australian author.
- Gem Collector: Read 3 CBCA winning books

Puffin Stamp

This can symbolise exploration or creativity:

Puffin Stamp: Recognising Exploration and Creativity

- Represents adventure, imagination, and going above and beyond.



• Use this stamp for:

- Diverse Reading: Reward for reading books set in faraway or imaginative places.
- Creative Contributions: Stamp when students write a review, create artwork inspired by a book, or recommend a book to a peer.
- Participation in Activities: Stamp for joining book discussions, library challenges, or group readings.
- Exploring Digital Resources: Award when students explore an eLibrary, audiobooks, or nonfiction resources.
- Genre Exploration: Recognise students who try a book from many different genres.



CBCA 2025 Reading Passports

Puffin Challenges (Exploration)

- Puffin's Journey: Read a book set in a different country or fantasy world.
- Wings of Imagination: Write a paragraph inspired by a book you read.
- Feathered Friend: Recommend a book to a classmate and share why you loved it.
- Soaring to New Heights: Explore and review a book from a new genre.

Book Stamp

Set of Books Challenges (Dedication)

- Series Explorer: Read an entire book series (e.g., Treehouse Series).
- Author Admirer: Read three or more books by the same author.
- Trilogy Triumph: Finish a trilogy and compare the books.
- Connected Worlds: Read multiple books set in the same world
- Listening to an audiobook or exploring an eBook.



Reader's Passport: Bookshop Adventure

Encourage readers to explore, discover, and celebrate books with the Reader's Passport Program! Customers collect stamps for completing book-related challenges and earn rewards along the way.

Treasure Chest Stamp (Achievements & Milestones)

Symbol of Discovery!

Earn this stamp by:

- Reaching reading milestones (5, 10, or 15 books).
- Taking part in a treasure hunt challenge (find a book with a map, a hidden quest, or a historical setting).
- Attending a major book event (author signing, book launch, literary festival).
- Completing all stamp challenges and unlocking the 'Ultimate Book Adventurer' title.



Puffin Stamp (Exploration & Creativity)

Symbol of Adventure!

Earn this stamp by:

- Reading a book set in a different country or fantasy world.
- Writing a short review or sharing a book recommendation.
- Joining a bookshop event (author talk, book club, creative writing workshop).
- Exploring a new genre and sharing a favourite quote.





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Book Stamp (Dedication & Love of Reading)

Symbol of Commitment!

Earn this stamp by:

- Reading a full book series or three books by the same author.
- Completing a book challenge (e.g., “Read a book with a blue cover” or “Read a book with a one-word title”).
- Buying or borrowing a book based on a staff recommendation.
- Listening to an audiobook or exploring an eBook.



Adventure Rewards

- Collect 3 stamps = Bookmark or sticker
- Collect 6 stamps = Discount on a book
- Complete the passport = Entry into a prize draw or exclusive bookshop event

This passport makes bookshop visits more interactive and encourages reading across different genres.



CBCA 2025 Reading Passports

Marketing Plans

Marketing Plan: Teachers & Public Libraries

Objective

Engage students and young readers in an interactive reading journey using the Reading Passport. Encourage genre exploration, creativity, and milestone achievements with Puffin, Book, and Treasure Chest Stamps.

Target Audience

- Teachers (Primary & Middle School)
- School Libraries
- Public Librarians
- Parents & Caregivers

Key Messages

- Make reading an adventure! Students explore books, earn stamps, and complete challenges.
- Encourage reading diversity. Students try new genres and discover Australian authors.
- Boost literacy & engagement. Fun challenges make reading a habit.
- Support curriculum goals. The passport integrates with library programs and classroom learning.

Marketing Strategies

1. Outreach to Schools & Libraries

- Teacher & Librarian Information Pack → Digital & print brochures outlining how to use the passport in reading programs.
- Email Campaign → Target school literacy coordinators & public librarians with ready-to-use program details.
- Social Media Toolkit → Provide templates for schools & libraries to promote the initiative on their platforms.

2. Student Engagement Initiatives

- Classroom & Library Launch Events → Introduce the passport in book clubs, library lessons, and literacy periods.
- Reading Challenges & Competitions → Schools & libraries run term-based challenges (e.g., “Read 5 books for a Treasure Chest Stamp”).
- Author & Illustrator Visits → Integrate live or virtual sessions with book creators to inspire young readers.



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Marketing Plan: Teachers & Public Libraries cont.

3. Community Partnerships

- Local Library Participation → Partner with public libraries to offer passports and stamp collection stations.
- Cross-Promotion with Schools → Encourage schools to share student progress on social media.

4. Print & Digital Materials

- Printed Passports & Stamp Trackers for schools & libraries.
- Promotional Posters & Social Media Graphics to display in classrooms and libraries.

Success Measurement

- Feedback from schools and libraries participating.
- Feedback from teachers, librarians, and parents.

Marketing Plan: Bookshops

Objective

Increase customer engagement and drive repeat visits to bookshops by offering an interactive Reader's Passport Program with Puffin, Book, and Treasure Chest Stamps.

Target Audience

- Children & Families
- Young Readers (Primary & Middle School)
- Bookshop Customers

Key Messages

- Turn book shopping into an adventure! Earn stamps & rewards by reading and exploring books.
- Discover new authors & genres. Encourage diverse reading habits.
- Build a community of young readers. Participate in challenges and bookshop events.
- Exclusive rewards! Collect stamps to unlock discounts & special prizes.

Marketing Strategies

1. In-Store Promotions

- Launch Event: Introduce the passport program with a special bookshop event.
- Stamp Stations: Customers receive stamps when they buy a book or participate in a challenge.
- Featured Book Displays: Highlight books that align with challenges (e.g., "Puffin's Journey: Read a book set in another world").



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Marketing Plan: Bookshops cont.

2. Customer Loyalty & Incentives

- Stamps for Purchases & Participation:
 - Buy a book = Book Stamp
 - Join a book club = Puffin Stamp
 - Complete a challenge = Treasure Chest Stamp
- Exclusive Rewards:
 - 3 Stamps = Free Bookmark or Sticker
 - 6 Stamps = Discount on a Book
 - Full Passport = Prize Draw Entry or Invite to VIP Event

3. Social Media & Online Promotion

- Interactive Challenges on Instagram & Facebook → Customers share reading adventures for a chance to win bonus stamps.
- Partnerships with Book Influencers & Bloggers → Collaborate on promotions.
- Email Newsletter → Regular updates on new challenges & rewards.

Success Measurement

- Increased foot traffic & repeat visits.
- Passport completions & stamp redemptions.
- Engagement levels on social media & email marketing.