

**INDIGENOUS  
LITERACY  
FOUNDATION™**



**2025 – 2028**

**Strategy Summary**

The background of the page is a dark, textured night sky. In the top left, a large, glowing full moon is partially visible. Scattered across the sky are numerous yellow, five-pointed stars of varying sizes. On the left side, a large, leafy tree with a thick trunk is depicted. At the bottom of the page, there are stylized, colorful human figures: a man in a yellow hat and blue shirt on the far left, and a group of five people (two adults and three children) in the center and right, rendered in simple, colorful shapes.

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# Background

The Indigenous Literacy Foundation (ILF) is a Community-led organisation and targets investments to ensure equity of access to culturally appropriate literacy materials to Aboriginal and Torres Strait Islanders in remote Communities across Australia. The ILF supports Community to create and publish their stories in languages of their choice. The ILF has being acknowledged globally for the impact of our work in partnership with Communities in 2024 when it was announced that the ILF was the 2024 Astrid Lindgren Memorial Laureate.

The ILF is the national charity of the Australian Book Industry. ILF works to provide equity of opportunity for all Aboriginal and Torres Strait Islander children to ensure they have future choice in education, health and general wellbeing. ILF works to:

- Consistently build strong, ongoing relationships with local Community organisations.
- Empower local Communities to be their children’s First Teachers.
- Collaborate with remote Communities to invest in their language work, through celebrating their cultures and publishing books in their languages.
- Foster partnerships and work with publishers, booksellers, authors as well as our Ambassadors to nurture young Indigenous writers and illustrators aspirations.
- Collaborate with the Australian Book Industry to provide the best possible literacy resources at cost-effective prices.
- Advocate to and engage with the broader Australian community regarding the importance of Indigenous stories, cultures, languages and literacy.

As Aboriginal and Torres Strait Islanders, culture is at the heart of everything we do and who we are. Literacy is fundamental and core to accessing and unlocking all aspects of our lives, health, education, justice, society. To start with literacy embedded in culture is the key to realising true self determination and a future where aspirations and opportunities are not just words but a reality.

# Value Proposition

ILF is a trusted partner with a proven track record focused on deep and respectful relationships within Communities. From our initial start as the Indigenous Literacy Project the ILF will be celebrating 20 years of success in 2027. Our long term partnership with the Book Industry means that ILF's impact is multi-generational, creating pathways and broader social outcomes through the power of literacy. Through a strengths-based approach, ILF is committed to investing in long-term employment in remote Communities and is focused on the positive, building trust through consistency and presence.

ILF's evidence-based programs capture the multi-generational impact that influences broader social outcomes, with a focus on First Nations Languages, literacy, and knowledge systems. Programs like *Book Supply* create an exclusive selection of culturally relevant books, engaging entire communities in fulfilling their aspirations around literacy.

ILF's critical operation of creating physical products in First Languages centres the two-way definition of Indigenous Literacy as positive and celebrates the rich diversity of Communities, culture, languages, Country, and people.

ILF's Community-led approach is reflected in policies ensuring independent, ethical, and sustainable funding unencumbered by changes in government policy.

We invest time to build deep relationships with Communities, the Book Industry, donors, and other key stakeholders, ensuring reliable and sustainable growth of ILF operations in Australia and the global market.

We believe that literacy skills are the entry point to education, health, culture, and Country. With a commitment to the rights of self-determination and freedom of Community, ILF is driven by First Nations peoples for First Nations peoples.

## VALUES

Our focus is on building and maintaining relationships with remote Communities.

Our Foundations' values are:

**DIVERSITY:** We respect diversity in all forms and the views and contributions of others.

**RESPECT:** We acknowledge a strengths-based approach and understand everyone brings experience and skills to the organisation. We value these differences and treat all people with dignity and value the collective power of teamwork.

**TRUST:** As a Community-led organisation, we listen and platform the voices of the Communities we collaborate with.

**EQUITY:** We collaborate with and work for the Communities at their request and as they wish. We treat people fairly.

## VISION

**READINGS  
OPENS  
DOORS**  
- that is, doors  
to future  
opportunities  
and choices

## PURPOSE

Our purpose is to invest in remote Aboriginal and Torres Strait Islander Communities to provide the tools and resources they request to shape the direction of their children's literacy futures.

Through collaborative investment in Community and meaningful strategic partnerships, the ILF supports sustainable and positive change in Indigenous literacy through the supply of books and a focus on the publication of Indigenous content.

We aim to advocate and build awareness among the wider Australian population of the strengths, knowledges and wisdoms held within remote Aboriginal and Torres Strait Islander Communities.



# Programs

**BOOK  
BUZZ™**

**BOOK  
SUPPLY**

**TALENT  
PATHWAYS**

**COMMUNITY  
PUBLISHING**

**PAMELA  
LOFTS**

**CREATE**

# BOOK BUZZ

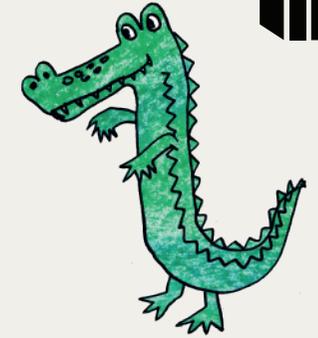


## Supporting Early Literacy

Our *Book Buzz* program aims to develop familiarity and engagement with books for children under 5 through a daily dedicated Story Time session, so children can develop critical pre-literacy skills. Our team also provides the funding for many remote Communities to translate popular books into First Languages, allowing children to start their literacy journey with books in languages spoken in their homes.

*Book Buzz* supports remote playgroups and collaborates with organisations such as Families as First Teachers (FaFT) in the Northern Territory and KindiLink in Western Australia. The program provides board books, picture books, and touch and feel books and others printed in a First Language. *Book Buzz* also provides learning kits with additional resources such as puppets and puzzles to support early literacy development.

Through the *Book Buzz* program, children learn to navigate books; how to hold them, how to move from the start to the end following the story, and to think about what might happen next. It is a vital learning stage in preparing children for school.



# BOOK SUPPLY



## Providing culturally relevant books

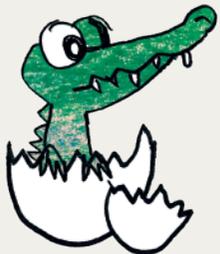
Increasing access to books starts at a Community level with *Book Supply*.

Access to books in remote Communities is challenging, as there are often no libraries or bookstores. ILF's *Book Supply* program provides new, culturally relevant books to remote Communities across Australia. Schools, Community health and women's centres working in remote Communities, can also order books to distribute to children and families.

Book packs are carefully selected for different age groups:

- TODDLERS 0-3
- KIDS 4-7
- BIG KIDS 8-12
- COMMUNITY 13+

Over 60% of books in the packs feature Indigenous authors and illustrators. This is important as it allows kids to see themselves and their culture reflected in the stories, helping to build a sense of connection, belonging and pride. *Book Supply* is distributed biannually, through our partnerships with PRHD and Australia Post, ensuring Communities secure access to resources at the most appropriate times. Distributing over 150,000 books to over 500 Communities per year makes *Book Supply* the largest curated list targeted to the specific needs of Aboriginal and Torres Strait Islander Communities.



## TALENT PATHWAYS

# Building pathways to Careers

ILF's inaugural *Talent Pathways* program is designed to support participants build on their existing skills enabling them to build a portfolio of work so that they can commence their own creative business operating from their Home Community.

It is hoped that they will be able to work with the ILF and a range of corporates around Australia who are in need of these unique skills.



**PAMELA**

**LOFTS**

**&**

**CREATE**



## Mentoring young adults in writing and illustrating

Key creative programs like the *Pamela Lofts Bequest* and the *Create Initiative* support Community members to write, edit, illustrate and gain confidence in their work.

The *Create* program supports students and adults to come together to write, illustrate and publish a book in one week with the support of ILF Ambassadors and a Publishing Partner. These participants, who are often students, learn valuable writing and illustrating skills. Most importantly they walk away with a sense of pride and confidence in their unique abilities.

The *Pamela Lofts Bequest* program supports young adults from remote Communities in the Northern Territory and Western Australia through digital literacy and illustration workshops. The workshops provide valuable skills through the partnership of aligned organisations such as Adobe Australia, University of Technology, and DXC Technology.

## COMMUNITY PUBLISHING



# Community Publishing & Translations

Our *Community Publishing* (CPs) supports Communities to write and illustrate their own stories in languages of their choice. These stories are created by adults and children in a Community and published by our Foundation. The books are then gifted back to the Community to share with children and families. These books are highly desired because they often share a local story that a Community is familiar with and in a language they speak at home. To date CP has published 235 books in 47 Indigenous languages and paid over \$220,000 in royalties to Community creators should they choose to make books available for sale through bookshops. Books written in language assist in maintaining and preserving these languages for generations to come.

### AWARDS

*The Moon Story* by Marshia Cook: Wilderness Society's 2025 Karajia Award for Children's Literature in the picture fiction category.

### SHORTLISTED

*bagan, barra barra, mirriwarr* for Children's Literature in the picture fiction category.

*ngayawanj bagan-nggul, ngayawanj barra barra-nggul* was shortlisted for non-fiction

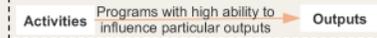
The *Translation Project* has been a long standing project translating key books selected by Community into First Languages. Books like *The Very Hungry Caterpillar*, *The Very Cranky Bear* and *Where is the Green Sheep* are some of the titles translated into several languages. The ILF will be looking to expand the project to work with more Communities to translate the current set of books and also identify new titles to translate giving the opportunities to more Aboriginal and Torres Strait Islander children to enjoy books in their First Language.



# Theory of Change

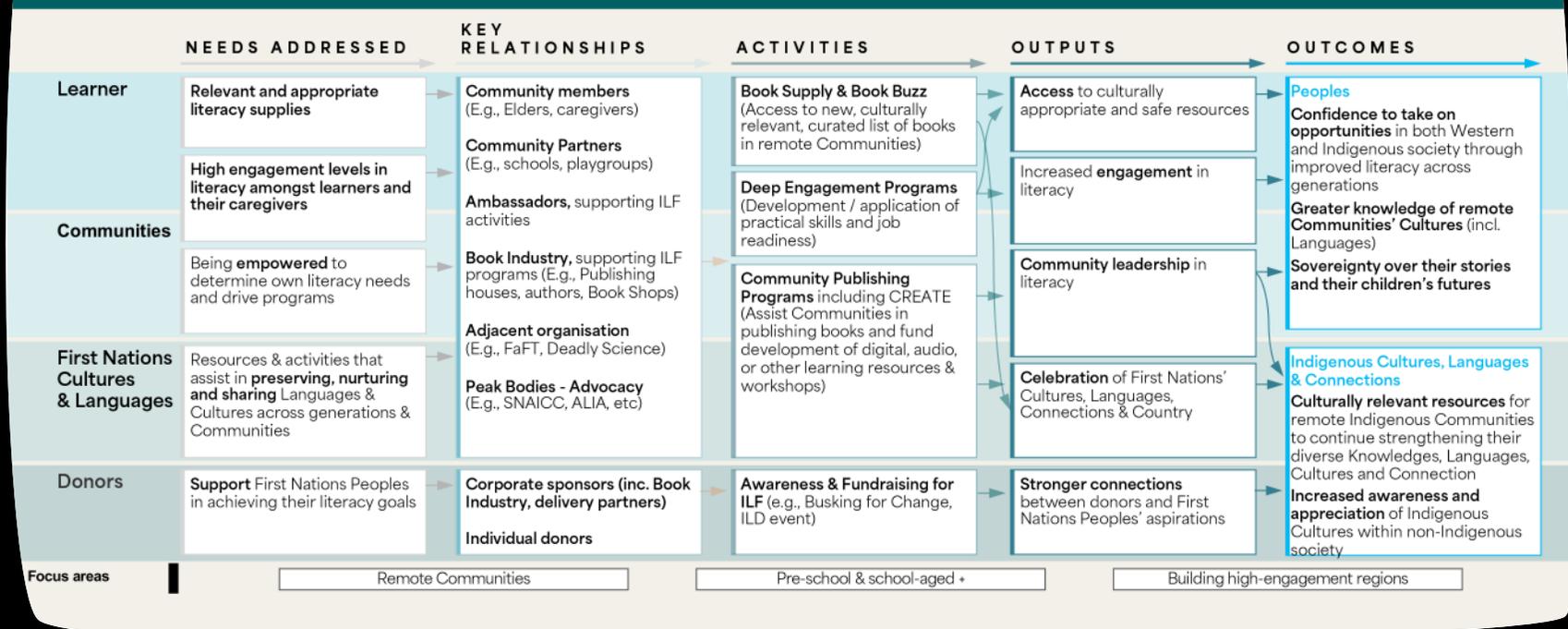
## OUR STRATEGY IS BASED ON OUR THEORY OF CHANGE

### Refresh: Theory of change



#### AMBITION

To provide remote Indigenous Communities the literacy resources they want to support their aspirations for Community and Culture



# Community Archetypes

## STRATEGIC PRIORITIES – COMMUNITY ARCHETYPES (SEP 2025)

Refresh: Overview on our community archetypes

	Book Supply only	Additional Book Buzz	Ambassador-led	On the ground ILF presence	
				WA;NT;APY;NSW (Roving)	Tiwi Islands (Static)
Examples	• Various	• Various	• Fitzroy Crossing, Torres Strait, Barunga	• Specific region example	• Specific region example
Programs	• Book Supply	• Book Supply • Book Buzz	• Book Supply • Book Buzz and/or <b>Community Publishing (CP), incl. Pamela Loft</b>	• Book Supply • Book Buzz • CPs, incl. Pamela Loft	• Book Supply • Book Buzz • CPs, incl. Pamela Loft • <b>CREATE program</b>
Age groups (excl. book supply)	• n/a	• Pre-school	• Pre-school, primary & some secondary CP	• Pre-school & primary • <b>Some secondary &amp; adults through CP &amp; TP</b>	• Pre-school, primary & secondary school • <b>Adults through CP &amp; TP</b>
Community engagement approaches	• <b>Remote engagement with delivery partners</b>	• Remote engagement with delivery partners, <b>closer engagement through Book Buzz</b> • Some ambassador visits	• Remote engagement with delivery partners • Ambassador & Board member visits/connections • <b>Ad hoc ILF CP support</b>	• Remote engagement with delivery partners • Ambassador visits • Ad hoc ILF CP support • <b>Local ILF staff liaise with partner organisations and adults in region</b>	• Remote engagement with delivery partners • Ambassador visits & ad hoc ILF CP support • <b>Local ILF staff embedded in the Communities</b>
ILF presence	No staff members in region	No staff members in region	No staff members in region	<b>2.6 FTE in region</b>	<b>1.5 FTE</b>
# Communities	~495 Communities	~119 Communities	~5 Communities	25 Communities	4 Communities
Level of impact					

# Stakeholders

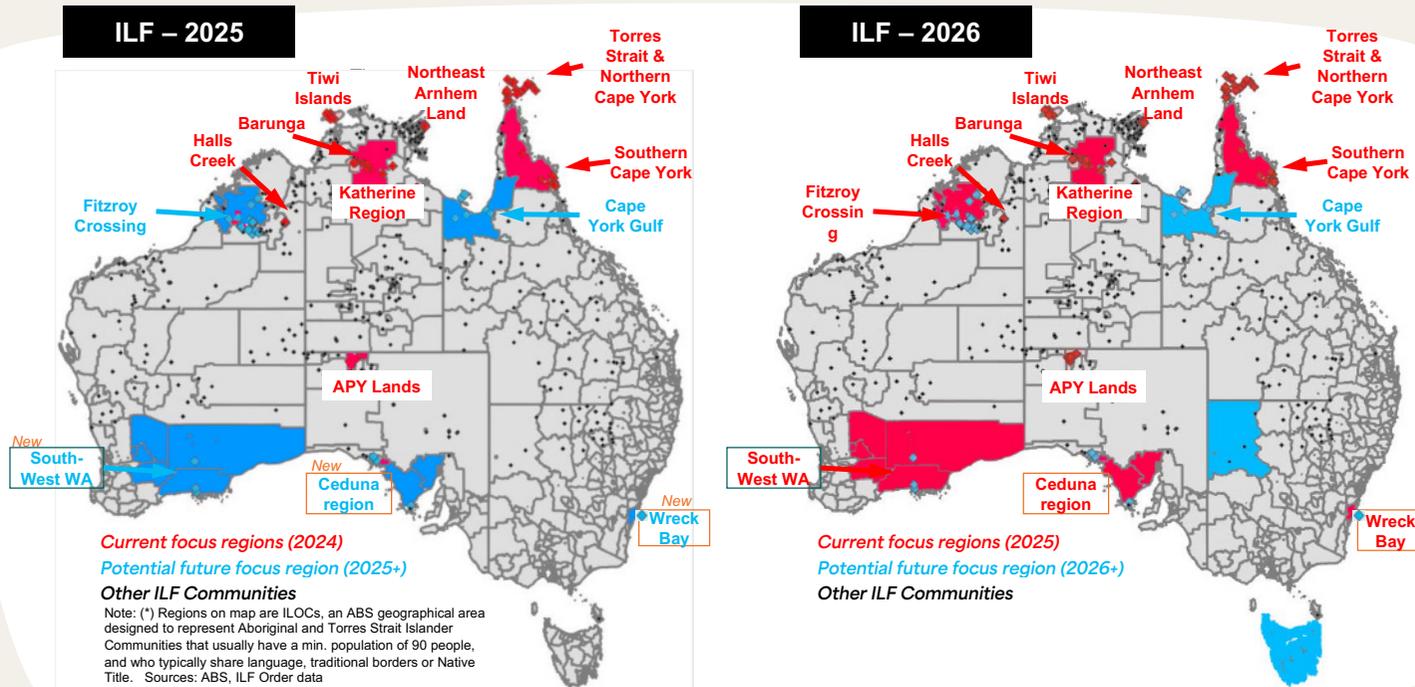
The ILF works with a range of stakeholders who are essential to our work, with Community at the heart of what we do.



# Where we work

## STRATEGIC PRIORITIES – FOCUS COMMUNITIES

In past two years we have expanded into five new focus regions, with a further three identified for future growth



The ILF works in over **500 COMMUNITIES** around Australia and have published over **235 TITLES** in **45 INDIGENOUS LANGUAGES**.

Key regions **CONTINUE WORK** IN NT, WA, SA and FNQ. New work in FAR WEST NSW, TASSIE

# Impact Objectives and Strategic Priorities

## STRATEGY ON A PAGE (2026–2028)

For endorsement and discussion: Confirm strategic priorities and 2028 target metrics

**AMBITION** To provide remote Indigenous Communities the literacy resources they want to support their aspirations for Community and Culture

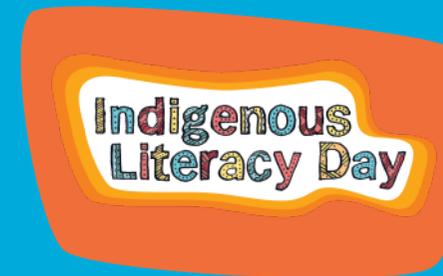
<b>Impact objectives</b> 	<b>Peoples</b> <ul style="list-style-type: none"> <li>• Confidence to take on opportunities in both Western and Indigenous society through improved literacy across generations</li> <li>• Greater knowledge of remote Communities' Cultures (incl. Languages)</li> <li>• Sovereignty over their stories and their children's futures</li> </ul>	<b>Indigenous Cultures, Languages &amp; Connections</b> <ul style="list-style-type: none"> <li>• Culturally relevant resources for remote Indigenous Communities to continue strengthening their diverse Knowledges, Languages, Cultures and Connection</li> <li>• Increased awareness and appreciation of Indigenous Cultures within non-Indigenous society</li> </ul>
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<b>Strategic priorities</b> 	<b>1 Increase engagement in literacy</b> Increase interest, excitement and desire to read of Indigenous children and their caregivers	<b>2 Ensure access to culturally safe and significant resources</b> Increase children's access to resources, including those by First Nations authors or in language	<b>3 Celebrate First Nations' cultures, languages &amp; connections</b> Create resources and facilitate projects that preserve, nurture and share diverse Knowledges & Languages
	<b>4 Enable Community leadership in literacy</b> Build deep, trusting relationships with Communities and support them to lead meaningful ILF programs, tailored to their needs and goals	<b>5 Build connection between donors and First Nations Peoples' aspirations</b> Enable donors to support remote Indigenous Communities' literacy and grow their own appreciation of Indigenous Cultures and Languages	<b>6 Partnerships / Stakeholder Engagement</b> Acknowledge the value in kind support of Community members, Book Industry & other significant partners

<b>Roadmap</b> 	<b>Do now (2025)</b> Invest Setting ILF up for future opportunities	<b>Do next (2026-27)</b> Continue Drive systems, process & efficiency. Consolidate the base.	<b>Do later (2028+)</b> Scale deep engagement across more remote Communities
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<b>Strategic metrics</b> 	<b>Move metrics</b> <ul style="list-style-type: none"> <li>• # First Nations' titles published (22   36)</li> <li>• Impact on children's interest in reading (89%   95%)</li> <li>• Partner satisfaction (85%   90% NPS)</li> </ul>	<b>Maintain metrics</b> <ul style="list-style-type: none"> <li>• # Indigenous children in remote Communities reached (34k   36k)</li> <li>• # ILF-delivered resources in Community (358k   385k)</li> <li>• # First Nations' Languages published (46   55)</li> </ul>
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<b>Operational priorities</b> 	Book Supply / Buzz	Deep Engagement Programs	Community Publishing	Marketing, Fundraising and Operations
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## Key fundraising events

The ILF's programs are 100% free from government funding and to ensure the sustainability of our business model beyond donations we run key fundraising events each year to reach our targets

- Great Book Swap
- Busking For Change
- Indigenous Literacy Day
- ILF Sydney Trivia
- ILF Melbourne Trivia
- End of Financial Year Appeal
- Festive Appeal

An abstract graphic on the left side of the page, composed of numerous small white dots arranged in a series of overlapping, curved paths that suggest movement and flow. The paths start from the top left and curve downwards and to the right, ending near the bottom center.

**BE  
PART  
OF  
THE  
STORY**