15 Years of Excellence in Reading Promotion in Macau

Prior to 2007 - Advocacy
to establish a formal position for reading promotion at school gained traction

2007 - Reading Promoter
was established as a mandated position at schools along with professional requirements, e.g. completion of 120 hours of training in 3 years

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Impact 1
Alternative career option for LIS graduates

Impact 2
Improved public perception of libraries with students as self-motivated advocates

Impact 3
Increased sustained interest in extracurricular reading

Impact 4
Improved literacy as proven in gradual increase in scores of all 3 PISA subjects

Impact 5
Moved SDGs forward, notably:
SDG 4 - Quality Education
SDG 8 - Decent Work & Economic Growth

2014 - Reading Promoter Award
was established to encourage Reading Promoters to take credit for the impacts of their work and foster peer-learning

2014 - Reader Award
was established to reward students’ passion for reading at school and public libraries and gain better insights in youth and children’s reading habits

2019 - Salary Grade Promotion
is possible with completion of continuing professional training of 50 hours in 3 years

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2020 - Boom of Digital Resources
in reading promotion at schools rippled out a city-wide acceptance and popularization of e-books

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2023 - Reader Award
was established to reward students’ passion for reading at school and public libraries and gain better insights in youth and children’s reading habits

Multi-language Audio:
tiny.cc/WLIC2023_Macau