

Press Release
For Immediate Release

British Council Indonesia Foundation - HSBC Successfully Held KidsRead 2015 Programme

Jakarta, January 23, 2016 - British Council, through the British Council Indonesia Foundation, and HSBC Indonesia have successfully held the KidsRead 2015 programme, which is an initiative to foster reading interest among children, especially those in their primary school years.

"I always see education as a movement, so the involvement of various stakeholders in promoting education, especially the private sector, is something that is worth appreciation," Minister of Education and Culture Anies Baswedan said in his speech at the closing ceremony of the KidsRead 2015 programme which took place on Saturday at Gedung A Kemendikbud, in Jakarta.

Anies expressed his hopes for the growth of reading and writing habit among Indonesian people, which has led to the initiation of the 15-minute-a-day reading movement for elementary school children.

"The reading culture is another word for the love and habit of reading, therefore habituation of reading activities needs to be continuously fostered," said Anies.

In addition, Anies also appreciates the Kids Read program which raises the awareness that a teacher is a learner, so to be a good teacher one must be a good learner.

Nuni Sutyo, Head of Corporate Sustainability at HSBC Indonesia says, "We are proud to have supported the Reading Movement through KidsRead programme in 2015. We believe that children's reading interest can open many doors to their success in the future. At HSBC we are always committed to supporting the communities in realising their goals, and this programme is one of the ways we do it."

Meanwhile, Director British Council Indonesia Sally Goggin welcomes the success of the program KidsRead 2015 in Indonesia which follows the success of a similar programme held in several other regions such as the Middle East and North Africa with the exclusive support of HSBC as a global partner of British Council.

"We are truly proud that Indonesia is the first country to implement the KidsRead programme in the East Asian region. We hope that Indonesian children can benefit from the programme and continue to make reading as a culture, not only in the classroom but also during their spare time," said Goggin.

The main activity of KidsRead 2015 is the training session for primary school teachers in which they learn about storytelling methodology, choosing appropriate books for children, as well as integrating school subjects using storytelling methods and the techniques of teaching English to children.

Moreover, there are also four community-based activities that support the KidsRead programme. The activity serves to establish collaboration in building reading interest and the awareness about the importance of reading habit for children.

Through the cooperation with the Jakarta's education office, Kids Read program has successfully reached 1,862 students, 610 teachers and 172 schools across the Greater Jakarta area.

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About the British Council

The British Council is the UK's international organisation for educational opportunities and cultural relations. We create international opportunities for the people of the UK and other countries, and build trust between them worldwide. We work in over 100 countries and our 7,000 employees – including 2,000 teachers – work with thousands of professionals, policy makers and millions of young people through an English language teaching program, as well as arts, educational and community programs.

For more information, please visit the www.britishcouncil.or.id or get the latest information about British Council through twitter @idBritish and British Council Indonesia Facebook.

About the British Council Indonesia Foundation

The British Council Indonesia Foundation is part of the British Council Holdings, UK. The foundation was established in October 2013 to support the British Council in providing a wider access to quality English language teaching, learning and assessment in Indonesia. For more information about the British Council Foundation Indonesia, visit www.britishcouncilfoundation.or.id.

About HSBC in Indonesia

HSBC has been operating in Indonesia since 1884 and currently serves customers through 47 branches in six major cities in Indonesia. With the support of more than 3,000 employees, HSBC Indonesia has developed into a leading international bank in Indonesia which offers Commercial Banking and Global Banking for Corporate and Institutional clients, Global Markets for Treasury and Capital Markets management as well as Retail Banking and Wealth Management.

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