

JENNY ATKINSON – SPOKESPERSON BIOGRAPHY

Literacy & Education Advocate

Jenny Atkinson is the founder and CEO of the online educational writing resource, [LittleScribe](https://littlescribe.com).

Inspired by her own children wanting to publish their own stories, Jenny created LittleScribe. She officially launched the platform in 2018 after significant research and development. Her aim was to see child authors recognised among our most-loved writers.

She has developed LittleScribe as an innovator, using technology to inspire creativity, communication, and writing – especially in education. She believes projects and activities based on pride and purpose drive learning progress for children.

LittleScribe operates in Australia connecting Australia’s leading children’s authors through curriculum-aligned writing programs and events. Building exclusive resources that inspire students and build literacy skills to help them thrive while providing resources for teachers connected to the curriculum.

LittleScribe transforms the writing of primary and high school children into digital and printed books and other items, such as calendars and cards making sharing simple and empowering.

LittleScribe has

- Collaborated with the UN, lead program, Earth School alongside the BBC, TedEd, WWF, and others connecting with 1 million students globally during covid.
- Launched the inaugural Mini-Writing Festival connecting more than 70k students from every state in the largest live festival in 2021.
- Spearhead an educational writing program connecting thousands of students under pressure from the fires, drought, floods, and covid across country and city and schools.
- Initiated with The Land newspaper a weekly page committed to publishing and highlighting students’ work.

Jenny’s career has spanned property, corporate business management, technology and launching her own management company.

Her entrepreneurial streak started at 15 in country NSW when she started teaching kids to swim.

Jenny is based in Sydney. She has two children in high school.

In 2017, Jenny received the Jobs NSW Innovation Grant, which was the catalyst for establishing what is now LittleScribe. In addition, LittleScribe was recognised in the Westpac 200 Businesses of Tomorrow (2018) and accepted in the 2019 Telstra Innovation Labs muru-D Program.

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