



Public
Libraries
SA

Vision

Create a vibrant and sustainable network of South Australian Public Libraries who are at the forefront of innovation.

Mission

Provide leadership and direction for the South Australian Network through aligning resources and providing an independent voice for Network members.

President's Report August 2009

Following on from my very comprehensive report of July 20th 2009 I further forward information for your consideration prior to the August Quarterly meeting.

I continue to link the issues discussed to the relevant actions within the PLSA Action Plan 2008-2011 for your information and awareness. This will enable you to appreciate our decisions and the basis for them, constructed within the framework of the Action Plan. Very much the strategy based around an agreed action for the Network, enabling you to chart and monitor the progress of the plan.

This memo contains information on:

1. Little Book of Libraries
2. Sue McKerracher: framework for the effective use of the Little Book of Libraries and the MOA (2010) and research undertaken by Sue
3. Marketing

1. LITTLE BOOK OF LIBRARIES: <http://www.alia.org.au/summit09>

Further to my information of July, Sue will provide us with useful information and a framework for the effective distribution of the Little Book of Libraries. The PLSA Executive sees this publication as a very useful tool for advocating the role and purpose of public libraries. We have purchased copies of this book that we will distribute to our strategic partners including members of the State Parliament, SA Federal Members, Mayors and Chairman across SA and Principals of our School Community Libraries, LGA Executive, ARTS SA management aligned to libraries, DECS (School Community Libraries) and SLSA. The above groups are our key strategic partners and we believe that this is an opportunity to further gain their support and understanding of libraries.

The order form and sample pages are available on the ALIA Public Libraries Summit website: <http://www.alia.org.au/summit09> At this page you will also find some sample pages and ideas.

Goal 3 **ADVOCACY**

Enhance the profile of PLSA, present information to decision makers, lobbying for public libraries

- 3.1 Enhancing the profile of PLSA with local, state and national decision makers
- 3.2 Actively engaging with the Libraries Board, PLS Standing Committee, LGA
Fostering an understanding of the value of public libraries

Goal 4 COMMUNICATION

Information dissemination, promotion with SA & nationally, promotion of services, internal communication

4.1 Strengthening internal and external dialogue

4.2 Promoting achievements to the SA and National Library network, funders and colleagues

4.3 Promoting the services of Public Libraries to a range of stakeholders (including community)

2. SUE MCKERRACHER

Previously I made mention of Sue McKerracher who will be undertaking a consultancy for PLSA, derived from her work in the UK around the Little Book Of Libraries and the very successful advocacy and lobbying campaign that she developed, empowering library managers and key supporters in the effective negotiating and advocacy for libraries and their funding and sustainability. We scoped her presentation around

- An overview of her role in the advocacy and lobbying campaign that was developed in the UK around the Little Book Of Libraries
- The advocacy and marketing opportunities for you and your library through the Little Book of Libraries
- Development of Framework letters for the promotion/circulation of the little Book of Libraries to local stakeholders and supporters.
- An opportunity to workshop the suggestions at the quarterly.
- The development of a very positive campaign for SA Libraries

Sue and I continue to communicate and I expect that I will have further information from her tomorrow. I include some notes from Sue:

○ BACKGROUND OF THE PROJECT

In the wake of the global financial crisis, public library funding across Australia is under threat.

Public libraries in South Australia (SA) have traditionally enjoyed the highest level of funding per capita, outside ACT. Some 25% of funding comes from the State Government (\$85 million over five years) and 75% from local government.

The results of this investment can be seen in the usage figures – the growth in the number of items borrowed (an increase of 7.9% between 2001 and 2006) and the fact that SA has the highest level of borrowing per capita (11.67 items per annum compared with the Australian average of 8.68) – and in the high levels of customer satisfaction (Customer Satisfaction Research Program 2007).

SA public libraries have built a reputation for innovation and service that is envied by other states and territories.

- It was the first to introduce the internet to public libraries and now has the second highest number of public access internet terminals per 10,000 persons (4.09, compared with the national average of 3.13) – only the Northern Territory figure is higher.
- The Little Big Book Club began in SA in 2006 and has since spread to other parts of Australia
- SA public libraries were the first to trial the US @ your library concept in Australia

○ SUE WILL EXPLORE OVER THE CONSULTANCY

3.□ The political and economic benefits of continuing to invest at the current level in public libraries, examples:

- Relatively cheap way of winning hearts and minds
- Excellent return on investment (see *Appendix*)

(b) The political and economic damage, which would be caused by not investing at the current level in public libraries, examples:

- Exponentially greater cost of reversing the effects in five years' time
- Greater pressure on other services, with a higher cost of delivery
- Angry taxpayers and voters, taking to the streets and airing their views in the media

© The potentially greater political and economic advantage of investing more in public libraries

- Positive comparison with other states and territories
- Source of civic pride
- Long-lasting government legacy
- Cost savings in other areas (some states in the US use third-grade reading statistics to determine how many prison beds they will need in 10 years' time)
- VIP endorsement (library ambassadors)

I have also attached for your information a paper developed by Sue: Assessing the economic value of public libraries for lobbying purposes. It is important to reflect that we all undertake lobbying at various times within the management of our libraries albeit for increased funding of our collections, infrastructure, programming etc.

This element of the quarterly program and the project covers off/addresses three goals within our Action Plan, all of which are interrelated and will enable us to move forward as a network.

Goal 1 DEVELOPMENT

Welcoming, succession planning, forward planning, program development, professional development, participation in decision making

- 3.3 Ensuring a strategic approach to the quarterly meetings and conferences
- 3.3 Providing professional development opportunities for our members
- 3.3 Strengthening the opportunity for all members to participate in projects
- 3.3 Planning for the short and longer term future

and

Goal 3 ADVOCACY

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- Fostering an understanding of the value of public libraries

and

Goal 4 COMMUNICATION

Information dissemination, promotion with SA & nationally, promotion of services, internal communication

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3. Marketing: The Pandas are coming

I include this information from a brief email that Shane has sent me and this information will be discussed further at the Quarterly:

*Working group working on ideas 2010 campaigns/events - Kellie Morris(Adelaide Hills), Benita Wheeler (Tea Tree Gully), Jenny Newman (Marion), Ian Hildebrand (Mt Barker), Veronica Matthews (PLS).

Talks have commenced between Adelaide Zoo, LGA and Marketing Committee on the imminent arrival of the Pandas and how libraries can participate. Potentially this will include posters, brochures and guest speakers being available for libraries. The Zoo is also keen to locate Panda donation boxes wherever possible however we are conscious that there are concerns about security and, that there are local policies on money collection so will be surveying libraries to gauge the likely support for this.

Further in line with our Action Plan.

Goal 3 ADVOCACY

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3.5 Enhancing the profile of PLSA with local, state and national decision makers

3.6 Actively engaging with the Libraries Board, PLS Standing Committee, LGA

3.7 Fostering an understanding of the value of public libraries

Goal 4 COMMUNICATION

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Regards

Janice

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