

# **PUBLIC LIBRARIES SOUTH AUSTRALIA EXECUTIVE COMMITTEE**

## **ACTION PLAN**

**Development as at August 2009**

### **OUR FIVE GOALS**

**Development**

**Partnerships**

**Advocacy**

**Communication**

**Creativity**



**Public  
Libraries  
SA**

**July 2008 – July 2011**



**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.**

## **Value Statement**

As an organisation we will show leadership for the public library network of South Australia; we value engaging with our partners in the planning, implementation and communication of projects; we seek innovative approaches to our work and we strive to support the network to provide excellence and best practice in all that we do.

## **Our Business**

As the Public Libraries South Australia (PLSA) management committee, the Executive has an important role to play in representing the strategic interests of the South Australian public library network and ensuring the long-term vitality both of public libraries in South Australia and of the network itself.

The Executive is elected from metropolitan and regional public, joint use and community libraries across the network.

PLSA, through its Executive works actively with a range of supporting partners and service providers to achieve its strategic objectives that further the productive well-being and ongoing development of the public library Network in South Australia.

PLSA promotes the informed participation of network members through regular Quarterly meetings, regular communications and opportunities to become more directly involved either as member of the elected Executive team or through participation in working parties or committees.

## **Our Customers**

Our customers are the Public, School Community and Joint-Use libraries of South Australia



Public  
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SA

## Our Supporting Partners

### Our supporting partners (in alphabetic listing) are:

- Art SA
- Australian Library & Information Association
- Department for Educational & Children's Services
- Libraries Board of South Australia
- Local Government Association of South Australia (LGA)
- Local Government Authorities
- Public Libraries Australia
- Public Libraries of South Australia
- Public Library Services
- State Library of South Australia

### The Public Libraries SA Executive Committee recognises that

- this is a guiding document for the PLSA Executive Committee
- the goals, strategies and actions are interdependent
- the objectives of the association will be best achieved through continuous effort and commitment

**We invite your comment and welcome your contribution to creating a network of excellence.**



## OUR GOALS and Strategies

### Goal 1 DEVELOPMENT

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

#### 1.1 Creating a welcoming environment for new network members

##### ACTION:

- Secretary to Liaise with PLS re new members to the Network
- Communication tree to reflect new members and lead PLS Exec responsible to follow up new member
- Similarly members in the network encouraged to liaise with new member

#### 1.2 Enhancing succession planning for public libraries across South Australia

- Ensure that libraries are a career choice through LGA: Shape Your World Campaign
- Encourage members to participate in "Emerging Leaders Project" LGMA
- ALIA and LGA Workforce Planning and Commitment: ensure an awareness and participation
- UNI SA course discussion: participate in.
- Strategic Matters \$6000 Consultancy

#### 1.3 Ensuring a strategic approach to the quarterly meetings and conferences

##### ACTION:

- Planning day for Executive in Jan of each year sets theme i.e. Building capacity 2009
- PLS invited to participate
- Ongoing

#### 1.4 Providing professional development opportunities for our members

##### ACTION:

- Workshops, Key Note Speakers, Speaking opportunities for members

#### 1.5 Strengthening the opportunity for all members to participate in projects

##### ACTION:

- Sponsorship to attend and speak at key conferences



- Public Libraries SA
- Invitation to participate in working parties
  - Doodle implemented

### **1.6 Planning for the short and longer term future**

#### **ACTION:**

- ACE Report as driver with Business plan developed
- Track trends in libraries and library and community development
- Best practice celebrated and embraced



Public Libraries SA  
**Goal 2 PARTNERSHIPS**

Grow partnerships, enhance longevity of projects and processes, effective management of relationships, building foundations

**2.1 Understanding our partners**

- Continue to develop ongoing relationship with Key Strategic Partners

**2.2 Developing and strengthening outcomes from relationships with national, state, local and corporate partners**

- Continue to develop partnership: ALIA, PLR Group, PLA

**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**

- Ongoing relationship with key Strategic Partners and participation in Summits etc.

**3.2 Actively engaging with the Libraries Board, PLS Standing Committee, LGA**

- Meet on adhoc basis as required to engage with and develop an understanding

**3.3 Fostering an understanding of the value of public libraries**

- Consultancy: Sue McKerracher
- Consultancies: ABS

**Goal 4 COMMUNICATION**

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

**4.1 Strengthening internal and external dialogue**

- Develop Framework around relationship with PLS
- Build on Website and evaluate
- Communication Tree and regular updates
- Quarterlies, Workshops etc



Public  
Libraries

SA4.2 Promoting achievements to the SA and National Library network, funders and colleagues

- o Engage with key Strategic Partners
- o Papers for circulation and as required on the SA PLN
- o Speak at conferences

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

- o Values statement and supporting documentation of the value of PL
- o Advocacy and lobbying strategy
- o Marketing campaign

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### Goal 5 CREATIVITY

Try new things, sharing ideas, opportunity, richness of learning, applying best practice in our everyday work, recognition

5.1 Creating a culture of open attitudes and enthusiasm for innovation

- o Awards functions

5.2 Recognising and rewarding innovations and best practice

- o Awards: Rod East, Crawford

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**NOTE COLOUR REPRESENTS TIMELINE/STATUS FOR FURTHER WORK OR DISCUSSION:**

**ORANGE 2009**

**GREEN 2010**

## Goal 1 DEVELOPMENT

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

- 1.1 Creating a welcoming environment for new network members
- 1.2 Enhancing succession planning for public libraries across South Australia
- 1.3 Ensuring a strategic approach to the quarterly meetings and conferences
- 1.4 Providing professional development opportunities for our members
- 1.5 Strengthening the opportunity for all members to participate in projects
- 1.6 Planning for the short and longer term future

Actions	Timing	Lead role member-ship	Role for PLS	Status as at August	Comments
<b>1.1 Creating a welcoming environment for new network members</b>					
1.1.1 Identify and align new PLSA members with "buddy" members, ensuring that these new members are engaged.	ongoing	Joint PLS & PLSA Exec Sec update Comms. List <b>Communication List the guide for action for executive</b>	Identify new members, link with training and pass onto PLSA Secretary		New SCL members have attended SCL meeting and made welcome. Pres spoke @ meeting. VP spoke at PLS new members day <b>Status of new members passed onto Sec unknown</b> <b>Communication List is a means of communication for the Executive.</b>
1.1.2 Develop new members kit/Information kit	June 2009	Pres, Vice Pres & PLS HK & JM		<b>Ready for editing and wordsmith @ July 2009</b> <b>B.McSwain has name of editor who will edit</b>	<b>Introduction completed by JKN, Discussion around content as some members of Exec considered too much content. JULA members happy with diversity and historical perspective.</b>



Actions	Timing	Lead role member-ship	Role for PLS	Status as at August	Comments
<b>1.2 Enhancing succession planning for public libraries across South Australia</b>					
1.2.1 Work with Uni. SA and or other universities to develop a suitable Management course to support library staff to move into management roles	By June 2009 LGA, UNI Adelaide Professional Course  Forums		Assoc Director   Pres.	Discussions commenced and formalized  Email June 2009  Contact LGMA	Ongoing meetings & development of new course brief.  <b><u>ACTION: Investigate the LGMA "Emerging leaders" course, Key Local Gov. mentors, broadens knowledge base, mentoring, engage with &amp; across Local Gov, gain management skills</u></b>
<b>1.2.2 Promote libraries as a career of choice</b>	<b>Nov 2009 LGMA, LGCM Link in with "Shape your World campaign" Expo</b>	<b>PLSA Exec  AD</b>		<b>Proposed November quarterly, followed by morning session for Managers</b>	<b><u>NOTE NEW STANDING COMMITTEE OF ALIA REP OF ALL LIBRARY GROUPS PARTICULAR EMPHASIS WORKFORCE DEVELOPMENT. TO BE FORMALISED late 2009</u></b>
1.2.3 Contribute to the ALIA national Workforce Planning project	June 2009  Released Jan 2009 (?)  Promote on Intranet & at Quarterly when available	Pres  Carriage July 2009 H.K & A.D		<b>Proposed November quarterly, followed by morning session on the following day for Managers ONLY</b>	Financial contribution for SA perspective. Featured at PLSA Quarterly 2008 . Final report scheduled for Nov 2009 quarterly;  <b>ALIA "Nexus" project undertaken 2007-2009; additional work undertaken sponsored by PLSA to make findings applicable to SA Libraries. Report on Libraries SA Website. Gillian Hallum author of report presented at 2 quarterlies</b>  <b>LGA have committed to a workforce position on their team (Sandra) 2009</b>

Actions	Timing	Lead role member-ship	Role for PLS	Status as at August	Comments
1.2.4 Develop a Succession Plan / strategy for PLSA Executive	Feb 2010	PLSA Exec		\$6,000 consultancy to Strategic Matters Aug	Decision of the PLSA Executive to engage Strategic Matters to undertake governance review, consultancy & review constitution to Nov quarterly.
<b>1.3 Ensuring a strategic approach to quarterly meetings and conferences</b>					
1.3.1 Develop an annual agenda of items / themes for Quarterly meetings	March 13th, Aug Nov Crawford presentations	PLSA Exec	Public Libraries Liaison Officer: ensure adequate PLS content	All quarterlies have dates, advertised, content	Undertaken at January meeting annually, theme expands on 2 day conference theme for 2009: Public Libraries Building Futures: Technology (includes One Card One Library) Lobbying and Advocacy (working with Local and State Government towards the MOA) Sustainability.
1.3.2 March 2009 Beth Jefferson BiblioCommons,					Emerging technologies

Actions	Timing	Lead role member-ship	Role for PLS	Status as at August	Comments
1.3.3 August 2009 Crawford, presentations Applicants have an opportunity to present					Discussion around Crawford Awards, agreed now to be held on Biennial basis, agreed to focus on Lobbying and Advocacy (working with Local and State Government towards the MOA)
1.3.4 November 2009 1.3.5					Sustainability
1.3.6 2010 Quarterlies					2010 Suggested Lobbying and Advocacy as a theme given the MOA, Elections, Little Book Of Public Libraries. Lead up to Forum see Victoria and then access CEOs as suggested opposite. Follows on from the theme Building Capacity, Building Blocks etc
1.3.7 Hold a biennial conference "Building Futures" May 2009	May 2009	PLSA Exec Secretary, Vice Pres, JULA rep	Teresa Brook		Completed and very successful Public Libraries Building Futures
1.3.8 Support annual CLA & JULA Conferences	Annual	JULA rep & Country PL reps	PLS Liaison Officer		Completed

Actions	Timing	Lead role member-ship	Role for PLS	Status as at August	Comments
1.3.9 Develop a "Library Assistants" Conference	2010	Lynne lead role plus Country PL reps & JULA rep and PLS	Public Libraries Liaison Officer: ensure adequate PLS content	Planning commenced	Scheduled for 2010 and planned for all library assistants
<b>1.4 Providing professional development opportunities for our members</b>					
1.4.1 Provide opportunities for network members to speak at our local events and quarterly meetings	ongoing	PLSA Exec			Ongoing Ian Hildebrand (March), Generations Panel at Conference (May) Lindy Hillman (November)
1.4.2 Create opportunities for network exposure to keynote speakers (partner with interstate and national public library bodies) Beth Jefferson KNS March 2009, Tony Durcan Conf.	ongoing	President PLSA Exec Documented via calendar and actions list			Jefferson Durcan Etc
1.4.3 Provide sponsorship opportunities for network members to attend / present at	Ad-hoc (as required)	President PLSA Exec & Treasurer		Presented at ALIA Alice Springs 2008	Advertised



Actions	Timing	Lead role member-ship	Role for PLS	Status as at August	Comments
national and international conferences . Sponsorship guidelines agreed to and distributed  1.4.4 Facilitate training opportunities for public speaking and preparation of conference papers: Fay Bounds employed to facilitate and follow up with further development	May 2009	PLSA Exec & VP			Completed May 2009 (Fay <b>Bounds</b> )  <u><i>ACTION: Investigate the LGMA "Emerging leaders" course, Key Local Gov. mentors, broadens knowledge base, mentoring, engage with &amp; across Local Gov, gain management skills</i></u>
<b>1.5 Strengthening the opportunity for all members to participate in projects (2009 following AGM decide what next step is in process? retest etc)</b>					
1.5.1 Develop a consistent framework / template for all PLSA projects	November 2008 Agreed to Feb 2009	PLSA Exec Secretary, PLS & VP			Completed and used for reporting see Website for Proforma
1.5.2 Effectively communicate to members the purpose of PLSA projects and identify how they can	Ongoing	Pres (1/4) Secretary PLS	Participate in projects often in lead/reporting role	Ongoing Online D/B completed	Ongoing Invitation to participate in working parties: Marketing Stats



Actions	Timing	Lead role member-ship	Role for PLS	Status as at August	Comments
<p>get involved: successfully undertaken with good process completed</p> <p>1.5.3 Developed processes to invite network members to participate in projects: completed</p>	ongoing	PLSA Exec	PLS		<p>LOTE</p> <p>Online Data Base Working Party</p> <p>SALCYS</p> <p>One Card</p> <p>Completed via email/website when available</p> <p>Dates via electronic doodle</p>
<p><b>1.6 Planning for the short and long term future</b></p>					
<p>1.6.1 Develop a three (3) year business plan – based on best practice and trends – specific targets, communication strategies – Action Plan developed for PLSA Exec. Informed by ACE Consultation on Future development of the PLN.</p>	<p><b>2010</b></p> <p>ACE Report May 2009 – Oct 2009</p>	<p>PLSA Exec <i>(involvement from consultant &amp; PLS)</i></p>	<p>PLS rep on consultation</p> <p>PLS rep</p>	<p>Action plan revisited at Exec meetings in order To measure progress, And projects</p>	<p><b>ACE report</b> not accepted by PLS as complete. Further work Being undertaken to be completed S ACE report primary document and research doc</p>



Actions	Timing	Lead role member-ship	Role for PLS	Status as at August	Comments
<p>1.6.2 Developing Best Practice Models: Providing the field with a range of library performance management tools and Measurement tools, PL's standards etc. Statistics WP, Libraries Board Guidelines, NSW guidelines can be converted to National Guidelines.</p>	<p>2009</p>	<p>HK, JM, DM statistics working party (quantify) JM, JW Libraries Board Guidelines PLSA Exec</p>	<p>PLS Rep</p>	<p>Working Party to be Reconvened due to Inactivity. August 2009</p> <p>Stats WP selected progr Consultants selected Report commenced</p>	<p>ALIA National Standards Consultancy 2009. Build On the NSW Standards with the report to be comp; Jan 2010. PLSA committed \$5000 to project. Commitment by all States and ALIA to project</p>
<p>1.6.3 ACE Report, Ageing of Collections and trends: pull together strands for change, employ consultant/someone to undertake work</p>		<p>External consultant</p>	<p>PLS Report</p>	<p>Ageing of Collections Completed Awaiting ACE Report</p>	<p>This work critical for preparation for MOA as supp Information</p>

Actions	Timing	Lead role member-ship	Role for PLS	Status as at August	Comments
<p>1.6.4</p> <p><b>Engage consultant/discussion in the process of shaping the decisions around the ACE report and the resultant report on the Future development PLN</b></p>	<p>PLSA reps on the Standing Committee</p>	<p>Members of the PLSA Executive</p>		<p>Awaiting completion of the report in order for work to be undertaken in preparation for MOA and Business Plan</p>	<p>When the ACE report is completed PLSA will take Opportunity to comment and use as basis for 3yr</p>
<p>1.6.5</p> <p>Provide information to members on global trends that impact on public libraries. Clearing House (PLSA Exec) actively seek to provide to field and utilize Web site as an enabler for links and professional reading</p>	<p>Annual and quarterly reports and Web info. Ongoing June 2009</p>	<p>PLSA Exec &amp; PLS  HK responsible for PLSA Exec.  President includes information in reports</p>	<p>AD sends out information as it is available</p>	<p>Library Links web address sent out to all members for their information. Daily updates.  Library Link of the Day <a href="http://www.tk421.net/librarylink/">http://www.tk421.net/librarylink/</a></p>	<p>Information will be posted to the web. Dependant on the website which is not currently available. Emails regularly sent out to field indicating articles to consider and web links.</p>





Actions	Timing	Lead role member-ship	Role for PLS	Status as at August	Comments
<p>1.6.6 Provide mechanism to share information: Web site</p> <p>1.6.7 Annually identify key issues for discussion and meetings based on best practice and trends : quarterly meeting, Key Note Speakers informed by Interstate and International developments.</p>	<p>Jan 2009 Jan (annually)</p>	<p>President PLSA Exec &amp; PLS</p>	<p>PLS rep Teresa Brook</p> <p>PLS rep</p>	<p>Website launched at August Quarterly</p> <p>Ongoing</p>	<p>Unity knowledge required enabling site to be maintained.</p> <p>Check who is available with this knowledge</p> <p>January 2010 suggested build on the MOA</p> <p>Build around advocacy</p> <p>Lobbying, value of libraries, capacity building,</p> <p>How can assist State/Local Gov partnership</p>
<p>1.6.8 Develop partnerships with ALIA, PLA and other Associations re key issues, Speakers.</p>				<p>Ongoing 3-4 meetings a year</p>	<p>ALIA PL Ref Group meet regularly and report</p> <p>Access to key note speakers is a direct result of this partnership.</p>

## Goal 2 PARTNERSHIPS

Grow partnerships, enhance longevity of projects and processes, effective management of relationships, building foundations

2.1 Understanding our partners

2.2 Developing and strengthening outcomes from relationships with national, state, local and corporate partners

Actions	Timing	Lead	PLS	Status	Comments
<b>2.1 Understanding our partners</b>					
2.1.1 Identify and document the purpose and the mutual benefits of our key partnerships	June 2009	PLS Exec	Teresa Brook lead		Required to be articulated for MOA  Potential work for Sue McKerracher
2.1.2 Explore the “spheres of influence” and the types of relationships we want to have with our partners, contingent on the above	Annual review @ Planning Day in January 2010	PLSA Exec		Elections 2010 Moa 2010/ 2011	See above MOA 2010
<b>2.2 Developing and strengthening outcomes from relationships with national, state, local and corporate partners</b>					
2.2.1.1 Identify under whose auspices we send out invitations given key activities					When PLSA Activities invited by PLSA

Actions	Timing	Lead	PLS	Status	Comments
<p><b>2.2.2</b> Provide opportunities for the network to understand "How to partner" with key partners, actively source presenters for workshops "<b>How do you partner with your manager, funders, councilors, external partners, community partnerships</b></p>	Ongoing	<p>PLSA Exec and <b>Marketing Committee lead role in community partnership</b></p> <p>Panel presentation 3 managers, Best practice and what is happening on the ground</p> <p>Manager's training day</p>	Assoc Director	<p><b>Marketing Committee lead role in community partnership</b></p> <p>Is this the sole responsibility of MC is this articulated for 2009</p>	<p><b>See also</b></p> <p><b>ACTION: Investigate the LGMA "Emerging leaders" course, Key Local Gov. mentors, broadens knowledge base, mentoring, engage with &amp; across Local Gov, gain management skills</b></p> <p><b>Outcomes of the Sue McKerracher Consultancy: advocacy and lobbying i.e. establishing partnerships a key component.</b></p>
<p><b>2.2.3</b> Develop strategies on managing up,</p>					<p><b>Advocacy and lobbying with Sue McKerracher</b></p> <p><b>Manager's Group</b></p> <p><b>"Emerging leaders Group"</b></p>

### 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 and LGA
- 3.3 Fostering an understanding of the value of public libraries

Actions	Timing	Lead	Role for PLS	Status	Comments
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#### 3.1 Enhancing the profile of PLSA with local, state and national decision makers

3.1.1 Provide our Minister and the LGA with regular updates on strategic issues affecting or being driven by the Network	ongoing	President PLSA Exec & Assoc Director (PLS) initial contact then members Exec		Advocacy campaign supported by LGA  Future Planning  One Card  MOA  Conference	Meetings with CEO and DCEO of LGA as required  Chris Russell member PLS Standing Committee  Meeting with LGA State Exec as required  Advocacy project supported by LGA
3.1.2 Engage with Public Libraries Australia and ALIA on strategic issues affecting or being driven by the Network ALIA	Two meetings a year and online discussions	President PLSA Exec & Assoc Director (PLS)		March 2009  June 2009	President member of Public Libraries Reference Group On line  Bi Annual meetings with ALIA, PLA, State Associations

Actions	Timing	Lead	Role for PLS	Status	Comments
3.1.3 Actively provide support and information to the LGA for their annual discussion with the relevant Ministers as part of the Memorandum of Agreement (MOA) First meeting held LGA and Minister in Dec 2008	March 2009 to discuss projects  Dec 2009 next round	President PLSA Exec & Assoc Director (PLS)		Meeting Minister and LGA only held once: opportunity to work with Health  <u>SUMMIT 2010</u>	Sue McKerracher facilitator/advocacy
3.1.4 Continue the PLSA Executive visits to regional libraries, visited Coorong, Barossa, YP proposed Riverland	April 2009	Shane Cathcart  PLSA Exec Secretary ,	GS & TB	Undertaken	Framework to be developed to ensure maximum benefit for all e.g. outcomes, key drivers
<b>3.2 Actively engaging with the Libraries Board and PLS Standing Committee and LGA</b>					
<b>3.2.1 PLSA Executive aim to meet with Libraries Board to present Action Plan and any relevant reports</b>	<b>July 2009 and annually</b>	<b>President PLSA Exec</b>		<b>October 2009 as July 2009 meeting focused on SLSA budget and PLS Budget. Suggest that need to meet when work undertaken to consolidate reports, Little Book of Libraries</b>	<b>Framework around Little Book of Public Libraries initiative around which to build</b>
3.2.2 PLSA Executive aim to meet with PLS Standing Committee once a	Annually ongoing	PLSA Exec Secretary & President	Assoc Director	Met in March to discuss the Review of PLN follow up to ACE Report.	LGA met with consultant and PLSA to discuss and have input



Actions	Timing	Lead	Role for PLS	Status	Comments
<p>year to present relevant issues. Meet with members PLS S/C PLSA meet am and lunch with PLS S/C and discuss Action Plan and ACE report implications</p> <p>3.2.3 Formally invite Libraries Board and PLS Standing Committee to attend PLSA and public library events</p>	ongoing	<p>PLSA Exec</p> <p>PLSA Exec Secretary</p>	Veronica	<p>Meet September/October when report finalised</p> <p><b>Suggest that need to meet when work undertaken to consolidate reports, Little Book of Libraries impetus</b></p> <p>Undertaken</p>	<p>Met with PLS standing Committee March 2009</p> <p>LGA, Libraries Board, PLS Standing Committee invited to 2 day Conference and Key Note Speaker sessions.</p> <p>Ongoing with invitation and personal follow up</p>
<p>3.2.4 Provide protocols regarding the appropriate interface and / or engagement of the Libraries Board and PLS Standing Committee links with 2.2.1 and 2.2.3</p>	June 2009	Secretary			See 2.2.1 and 2.2.3

Actions	Timing	Lead	Role for PLS	Status	Comments
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### 3.3 Fostering an understanding of the value of public libraries

<p><b>3.3.1</b> Develop a clearly articulated "statement" around the value of public libraries and the network</p>	<p>Commence July 2009</p> <p>Commence August 2009</p>	<p>Pres &amp; V Pres PLSA Exec</p>		<p>Commenced August 2009</p>	<p>Sue McKerracher consultancy will provide this information.</p> <p>Also articulated in the Little Book of Public Libraries Framework for local knowledge and input to be developed</p>
<p><b>3.3.1.1</b> Undertake a literature review of statements and key papers</p>		<p>Pres &amp; V Pres PLSA Exec</p>		<p>Commenced August 2009</p>	<p>Sue McKerracher consultancy</p>
<p><b>3.3.1.2</b> Launch of 'Value's Statement'</p>	<p>November 2009</p>	<p>Pres &amp; V Pres PLSA Exec</p>		<p>Commenced September 2009</p>	<p>Provisionally at November quarterly, component of the advocacy and lobbying campaign</p>
<p><b>3.3.2</b> Run a Quarterly meeting with partners, funders, and members that articulates and celebrates the value of public libraries</p>	<p>February 2010</p>	<p>PLSA Exec</p>		<p>Suggest 2010 to coincide with elections and year of MOA 2010</p>	<p>Component of the campaign time and methodology to be implemented and documented at later stage, more than likely Feb 2010</p>

## 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)

Actions	Timing	Lead	PLS	Status/Comments	
<b>4.1 Strengthening internal and external dialogue</b>					
4.1.1 Develop guidelines for the purpose and use of the "Communication Trees" information articulated in the Information Pack	February Exec meeting discuss PLSA Exec introduce themselves at March 2009 quarterly	HK prepared a document for discussion Information Pack group including communication tree info in it.	Assoc Director	ongoing	Members introduced at Quarterly, Assisted at 2 Day Conference Lead workshops at August Quarterly Expectation that Exec communicate regularly via communication group.
<b>4.1.2 Develop a Communication Strategy for the network and external partners: require</b>	<b>Feb 2010</b>   <b>June 2009</b> <b>March 2009</b>	<b>PLSA Executive</b>	AD or nominee	Ongoing	Pres and VP gave briefing to LGA March, informally at May Conference Regular dialogue with LGA and Libraries Board members through PLS Standing Committee. Information provided as background paper for Chair of Lib Bd, LGA on current issues, trends <b>Meeting with LGA, PLS S/C, Lib Bd. Local Gov members and S.McK arranged</b>



Actions	Timing	Lead	PLS	Status/Comments	
	August 2009				Ambassadors Key Strategic partners
4.1.2.1 Values statement		PLSA Executive and then to field		Commenced August 2009	3.3.1.2 See above work to be undertaken
4.1.2.2 What are we marketing		PLSA		Commenced August 2009	Articulate: Value of the network Value of Public Libraries
4.1.2.3 Who are we marketing to		PLSA		Commenced August 2009	Workshop whom we are marketing to. i.e. MOA has implications for strategic marketing Think shop about Key Strategic Partners and opportunities
4.1.2.4 How are we marketing ourselves 4.1.2.5 Two way discussion		Shane Cathcart and Marketing Committee		Information and Questionnaire to field re marketing direction	Marketing Plan to be undertaken with a MOA Focus (advocacy and lobbying) in the first instance

Actions	Timing	Lead	PLS	Status/Comments	
<b>4.1.3</b> Develop an internal communication strategy initially	Early 2009  Revisit 2010	HK		Information from HK re the communication of information and the importance of the Web vs the written word  Revisit 2010 when website up and running and able to measure effectiveness	As a result of the information and discussion it was agreed that the one page information from PLSA Exec would be dispensed with and that minutes would be posted on the web as this would suffice as a communication method.  4.1.3. re introduced one page at the August meeting , had been recommended by HK paper to dispense with.
<b>4.1.3.1</b> Web site <b>4.1.3.2</b> Intranet	Launched August 2009	HK	TB		4.1.3.1/2 Web Site/Intranet August
<b>4.1.3.3</b> Communication Tree	ongoing	Sec.	PLS		4.1.3.3.Communication Tree Members of the Exec responsibility to communicate and promote
<b>4.1.3.4</b> Members/managers pack	August 2009	PLSA exec			See 1.1.2

Actions	Timing	Lead	PLS	Status/Comments	
4.1.3.5 Regular updates re minutes of Exec etc	Monthly Quarterly	Sec Pres			One pager after monthly meetings: consideration of reinstated as this was an effective communication tool, although some members of the exec believed that the web would be the medium. Minutes on web President sends out regular memos and information.
4.1.3.6 ask plasa guidelines around the use of	September 2009 if still required	PLSA		Ascertain requirement for review/guidelines	Establish a committee to investigate
4.1.4 Continue to provide monthly communication with the network	ongoing	PLSA Exec & PLS		Minutes and agendas on website. Memos to field.	Exec had agreed that one pager no longer required however this has anecdotally become a communication and information issue. See above 4.1.3.5 for changed methodology
4.1.4.1 Measure effectiveness of one pager as against minutes					One pager reinstated August 2009 Evaluate once website has been up for a period of time and measure effectiveness
<b>4.2 Promoting achievements to the SA and National Library network, funders and colleagues</b>					
4.2.1 PLSA and PLS to jointly present / advocate at two	ongoing	PLSA Exec and PLS		funded Kimberly Hargreave's	Papers written for ALIA and PL Reference Group and published

Actions	Timing	Lead	PLS	Status/Comments	
<p>interstate / international conferences, funded Kimberly Hargreave's speaking a ALIA Biennial Con.</p> <p>4.2.2 Present two (2) articles annually in <i>LGA News</i> and <i>ALIA Incite</i>, Crawford award written up</p>	ongoing	PLSA Exec & PLS		speaking at ALIA Biennial Con.	SA Public Library Network issues written up for ALIA Summit Regular report to PL Reference Group
<p>4.2.3 <i>ILMS, ACE, Collection Report, Membership opportunity for LGA discussions, Incite</i></p>	ongoing		AD	ongoing	ILMS report written up
<p><b>4.2.4 Produce some high quality material for our funders that promotes public libraries</b></p>	<b>August 2009</b>	<b>PLSA Exec Secretary &amp; PLSA</b>		<b>Commenced</b>	<b>Input from Sue McKerracher</b>
<p><b>4.3 Promoting the services of Public Libraries to a range of stakeholders (including community)</b></p>					
<p>4.3.1 Develop a planned marketing approach that identifies the strategic direction of the PLN and Public Libraries 2009</p>	Jan-Dec2009 planned program of activities	SC & PLSA Marketing Committee	Teresa Brook	Circulated to field following consultation	Questions to the field



Public  
Libraries  
SA

Actions	Timing	Lead	PLS	Status/Comments	
planned, 2010 discussed 4.3.2 Produce some high quality material for the public that promotes public libraries and their services	Link to 4.3.2	PLSA Exec Secretary + SC & PLSA Marketing Committee	TB		Completion date Nov 2009 Initial information at August Quarterly compliment Little Book Of Libraries

## Goal 5 CREATIVITY

Try new things, sharing ideas, opportunity, richness of learning, applying best practice in our everyday work, recognition

5.1 Creating a culture of open attitudes and enthusiasm for innovation

5.2 Recognising and rewarding innovations and best practice

Actions	Timing	Lead	Role for PLS	Status/Comments	
<b>5.1 Creating a culture of open attitudes and enthusiasm for innovation</b>					
5.1.1 Run biennial Conference which focuses on innovation and best practice	May 2009	VP, PLSA Exec & PLS		Completed scheduled 2011	Completed
5.1.2 Facilitate opportunities for professional development to advance emerging trends in public libraries. Key note speakers, structure of quarterlies and forums, Manager's forum, brokering opportunities with formal training providers	ongoing	PLSA Exec, PLS	AD	ongoing	
5.1.3 Develop and support pilot projects that demonstrate and encourage uptake of best practice. Build on the Crawford Award, take up best practice, take up ideas that are transportable Funded by LGA, PLSA and own Local Gov. Best practice and innovation: submission to fund project, transferability and sustainability	ongoing	PLSA Exec, PLS	AD	Ongoing	Ongoing

Actions	Timing	Lead	Role for PLS	Status/Comments	
<b>5.2 Recognising and rewarding innovations and best practice</b>					
5.2.1 Support and promote existing professional awards	August 2010	President PLSA Exec & Treasurer			
5.2.2 Provide scholarships, grants and study tours where applicable, framework developed	Ongoing	President PLSA Exec & Treasurer			
5.2.3 Publish and promote professional papers to the library community, identify on an ongoing basis.	Link to	HK	PLS Public libraries Liaison	Paper for ALIA	

November 2009 following quarterly and involvement with new Manager 's group

**Discuss timing at March 2010 meeting + Zoomerang**