



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 March 2010

Welcome to 2010 and the first meeting for the year. I extend to all new members of PLSA a warm welcome and I hope that you find your time in the SA Public Library Network both fulfilling, enjoyable and challenging as we transform our libraries from the traditional library into something new and powerful a place for personal growth, changing from repositories of information into vibrant community centres.

2010 Year of Women in Local Government and we join with the LGA in this initiative and acknowledge the vital role that all play in our public library network.



2010 YEAR OF WOMEN
IN LOCAL GOVERNMENT

CREATIVE | STRONG | INCLUSIVE | DIVERSE

- To recognise and celebrate the outstanding achievements of women in local government.
- To raise awareness of the value and contribution of women in local government.
- To provide opportunities for growth and development for all women regardless of age, position and circumstance.

1. Action Plan update

The Executive has met and discussed the **Action Plan 2008-2011** and have prioritised the actions and have agreed that they wish to focus on four aspects of the Action Plan:

Goal 1 DEVELOPMENT

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

1.1 Planning for the short and longer term future

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

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
- 3.3 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

The decision to focus on these were guided by the

- MOA discussions and consideration around an advocacy and lobbying campaign. A highly experienced consultant who worked with libraries in the UK, Sue McKerracher has been contracted to work with us. This plan will be firmed up in the next day or so, given the reticence by both parties to commit to additional funding. See the President of the LGA and a follow up to an article in the Sunday Mail article 14th March 2010. *“Neither major Party has made any clear financial commitment to better support public libraries. Mayor Lewis said this was a concern given Councils had borne significant cost increases to date and public libraries needed better support in the future. Both parties generally supported better civics education and while the Labor Party supported the LGA's push for better education about anti-corruption and the Ombudsman's role, the Liberal Party sees an ICAC as desirable.” I'm encouraged that both major parties want to work with us, but I suspect communities will be disappointed at what they have put on the table so far,” Mayor Lewis said.”* <http://www.lga.sa.gov.au/goto/2010partyresponses> and also see www.lga.sa.gov.au/goto/2010stateelection for further information. I will also attach the article to this report.
- Building on partnerships and understanding and enhancing our relationship as an executive and network with PLS, PLS Standing Committee and the Libraries Board.
- Building on National and Statewide partnerships: ALIA, PLA and PLASSOC
 - Discussions continue with the desired outcome for there to be one voice for public libraries nationally; advocacy with Federal Government, provide true representation for PL at the Federal level, build the professional capacity of PL staff, secure better funding, liaise, work together on common issues (Year of Reading) recognise and celebrate the diversity of PL and their local associations through out Australia.
- Fostering an understanding of the value of libraries is a key driver and underpins these relationships and discussions around the MOA: some of the research that Sue McKerracher has undertaken underpins these value statements.
- Communication is two way
- Empowering our members through providing information and opportunity and engaging with them.
- All of the above underpin our short and long term future.
 - Partnerships established, developed, opportunities, respect
 - Advocacy and lobbying in a strategic and agreed manner

- Articulating the value of libraries, economic value of libraries, how we support the State's plan and initiatives and those of Local Governments.
- Communication: inward/outward and up and down across all levels

2. YEAR OF READING 2012

It has been agreed by ALIA and supported by all State and Territory Associations and PLA that in 2012 there will be the National Year of Reading. This decision was confirmed in Melbourne 12th February and agreed to by the PLSA Executive at our March Executive meeting.

Further more it has been agreed by all of the above that The Library Agency will be contracted to undertake designing the program, producing a detailed action plan, selling the program to potential sponsors and funders. Sue McKerracher has established this company in partnership with other people.

So far, they have had informal talks with DEWHA, ABC, SBS, the Australia Council (Director of Literature Susan Hayes is a great supporter) and Canberra 100 (Robyn Archer is willing to partner with libraries to provide an advance taste of the centenary celebrations in March 2012).

The benefits of being part of a major national project, developed hand-in-hand with government, delivered through Australian public libraries is a key strategy and one that was suggested initially by SA at the Summit. This proposal came forward when Shane Cathcart chaired the Marketing Committee. It was the key action point arising from the ALIA Public Libraries Summit in 2009.

Attached are the original Powerpoint presentation from last November, which provides the background to the proposal, and a document, which gives a flavour of the National Year of Reading.

What a great opportunity to showcase our libraries, promote the vital role that our libraries play in promoting and providing opportunities for reading.

3. 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. To date Sue has presented to the PLSA Quarterly August 2009 and has developed framework letters, written up the value of libraries following a call for 'special things happening in your library' We also discussed the development of a very positive campaign for SA Libraries

We have been guided by the LGA and the current state of play of the negotiations. It is our intent that we will pick up on the last point and develop some positives around libraries. This will be firmed up with Sue this week.

4. LMS

- Discussed at February Libraries Board meeting and referred to a special Libraries Board meeting requesting further information regarding the funding strategy for the project.
- The Libraries Board supported the proposal and discussed options for funding.

- Local Government LB members had a telephone link up with CEO LGA (Wendy C) and Chris Russell
- The LGA have written to the Libraries Board expressing their support for 1LMS and options for funding and progressing the project to the wider Local Government given the imperatives driving the project.
- There is considerable urgency to progress the project.
- The Libraries Board and the LGA will be meeting on 17 March to discuss the LMS and the MOA.

5. NATIONAL POETRY SLAM

Veronica Mathews reported to the Libraries Board and the Standing Committee on the very successful Poetry Slam and a snapshot is presented here. "The National Australian Poetry Slam is an electric live event and an exciting initiative of the State Library of NSW and Word Travels which partners with public libraries around Australia."

Now at the end of its 3rd year, the competition is Australia's only national poetry slam. Australia's richest slam, offering \$5,000 and an all expenses paid trip to the Ubud Writer's Festival in Bali to the overall winner with each State winner receiving \$600.

The aim of the competition is to unearth the best-spoken word talent in the country and is coordinated by state and public libraries in association with professional spoken word artists in every state and territory. This year there were 600 participants, 39 heats with 5 in SA hosted by Goolwa, West Torrens, Burnside, Elizabeth and Tea Tree Gully partner libraries included Victor Harbor, Holdfast Bay, Port Adelaide Enfield, Salisbury and Unley. 71 poets competed in SA with over 300 people attending the 5 heats.

ABC Local Radio partnered with Poetry Slam to take the Slam to all Australians via multiple media platforms. Highlights of this year's Poetry Slam National final were broadcast on the Peter Goers show on Friday 4 December between 9pm and 10pm.

The top two voted spoken word artists in SA travelled to Sydney on 3 December to perform in front of a live audience at the Sydney Opera House studio. South Australia's local winner Indigo Eli achieved 3rd place in the National Competition - a great effort for SA.

Further Initiatives

- With the success of the 2009 competition it is anticipated SA will again take part in the National Competition in 2010. Further initiatives for 2010 include a Face book page and links to other states face book pages, greater presence on the Libraries SA website and a You Tube clip to assist with the wider promotion of the event locally and nationally.
- This marketing is expected to achieve an increased audience interest and awareness in the event.
- PLS will work with the State Library on a World Poetry Day in March 2010.
- A professional spoken word artist will host 5 workshops in the July 2010 school holidays to raise the profile and interest leading up to the 2010 event and also improve the skills of performers.

5. LEVIES

Please see attached paper provide to me by PLS, recommending as agreed by the Executive:

That Public Libraries South Australia endorses the 2010/2011 levies for the

- **Print Disability Collection at 1.64%**
- **Community Languages at 4.5%**
- **Online Resources at 2.35%**

These levies will be voted on at the quarterly so please read the attached paper.

6. MARKETING

Please find for your information and discussion a paper prepared for PLSA on the Marketing Strategy. Kimberly Hargreaves chairs this committee and reports to the Executive.

Since 2000 the Marketing Committee has been actively marketing and promoting Public Libraries to the community, funders and stakeholders. Key achievements during this time have included market research documenting customer satisfaction, website development, @ your library campaign, high profile Royal Show presence and a state-wide approach to targeted promotional activities.

The recent recruitment of Jon Bentick, Publicity and Promotions Officer, Public Library Services has been the ideal opportunity to develop a new marketing strategy for the network. A strategic planning session facilitated by Jon and attended by network members resulted in identifying new opportunities, key objectives and outcomes. The group is scheduled to meet again on 30 March to further develop the objectives and outcomes of the marketing strategy.

Marketing Strategy

The group identified the following opportunities and objectives to be further developed:

Business objectives for marketing to help achieve:

Primary focus

- Increase perceived relevance of libraries (not just seen as for 'some people')
- Increase usage of resources
- Increase visitation levels

Secondary focus

- Increase library membership levels across the public
- Increase perceived importance of libraries in the eyes of funders

This committee is actively developing strategies around these business objectives and has agreed that there is potential to increase visitations and knowledge about libraries and the place of libraries with non users, through influencing the media, staff development, programs and research. It is acknowledged that this is not a level playing field and some libraries are sophisticated in their marketing objectives and actions, however we are about engaging with all libraries and their staff across the network, acknowledging differences and capacity within the network.

6. IMPORTANT SEMINAR: 21ST CENTURY LIBRARY SEMINAR

PLS submitted a proposal to PLSA to partner in a one-day seminar to explore the ever changing library environment of the 21st century. Two well respected industry practitioners will digital operations and programming strategies. The Executive agreed that this was a great opportunity to hear first hand on emerging trends and issues in the

library industry. This is a joint venture with the State Library of Western Australia, PLS and PLSA.

One day seminar Friday April 30th – Hetzel Lecture Theatre

- **Dr Varaprasad CEO Singapore National Library Board** – Challenges, Opportunities and Strategies for Libraries in the 21st century
- **Axel Bruns Professor, Media & Communication Outreach ARC Centre for Creative Industries and Innovation** Outreach and Co-Curation: Engaging with Library Users
- **Dr Varaprasad CEO Singapore National Library Board** – How libraries can contribute to lifelong learning.

There will be a small charge for this event.

I look forward to meeting you all at the Quarterly and if you are unable to attend I am happy to communicate with you via email or telephone, just give me a call.

Regards
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