

# Marketing Presentation to JULA

28 June 2011

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# Today's topics

- 1) Library stalls at community events
- 2) National Year of Reading 2012
- 3) Wordle word art (if time)

# Library stalls at community events

# Why run a stall?

- Raise profile in local community
- Attract new library customers
- Promote library services and events
- Remind infrequent library customers to come back



# Where run?

- Community fair days
- School fetes
- Choose spot with easy access (parking, unloading materials)
- Weather protection (sun/rain)



# TIPS

- Decide on 'key messages' to communicate
- Eye-catching display (local paper might take photo and write story)
- Banner/large sign that explains who you are

**Gillardville School Community Library**

# LGA Conference 2010



- DIY banner (Working bee to paint)
- Display banners work well
- Neat and tidy table!
- If people aren't stopping by...work out why!



# MORE TIPS

- Books, music, movies, brochures at stand
- Online resources (partic. digital newspapers)
- No irrelevant material
- Giveaways (e.g. pens)
- Free guessing competitions or raffles (e.g. win books, movies)

- Stall attendees need to be (or act!) outgoing, cheerful and knowledgeable
- One page info sheet on 'key messages'
- Utilise volunteers

## **Key messages at the School Fete:**

- 1) Our library has more than books**
- 2) We have great events**
- 3) Digital newspapers are available**

- Outfielders: people who roam event and chat with people to get them to visit stall (not for everyone)
- Good instruction sheet (e.g. setting/packing up), contact numbers

# YET MORE TIPS!

- Matching t-shirts/clothing
- One person alone cannot run a stall
- Prepare for windy days (paperweights)



- Pens, paper, string, sticky/gaffer tape, blutac & scissors to hang signs etc.
- Chairs, hats, sunscreen and water
- Photos for media, use them on photoboard, next newsletter



# FINAL TIPS!

- After the event thank volunteers and ask them how they felt about the stall
- Get together and debrief and write down improvements for next time





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# National Year of Reading 2012



# National Year of Reading 2012

## Guide to NYR:

<http://love2read2012.wikispaces.com/file/view/GuidetotheNationalYearofReading2012.pdf>





# National Year of Reading 2012

## Objectives:

- For all Australians to understand the benefits of reading as a life skill and a catalyst for well-being
- To promote a reading culture in every home
- To establish an aspirational goal for families, of parents and caregivers sharing books with their children every day

**NYR key initiatives include:**

***The Reading Hour***

- **the central call to action of NYR (and beyond)**
- **aim: create an enduring trigger to encourage families/people to regularly read**
- ***“everyone should read at least one hour a week”***  
**e.g. sharing a book with your child for 10 mins/day**

## ***The Reading Hour***

**Two components:**

**Ongoing message/commitment by families/educators...should have longer lifespan than NYR**

**National Reading Hour when all Australians stop to read together**

## ***Public Library Membership Drive***

- **High profile individuals in advertising/media/online promoting public libraries**
- **Rewards/incentives for joining a library and coming back**

## ***One Country Reading***

- **A giant book club**
- ***“Are We There Yet?”* book: theme for younger readers**
- **Under 12s will write postcards/letters about special places they have visited in Australia...will be shown on map of Aust.**

## ***One Country Reading***

- **“Read This”**: teens/young adults recommending their special book for 2012
- **Voting for state’s favourite book**

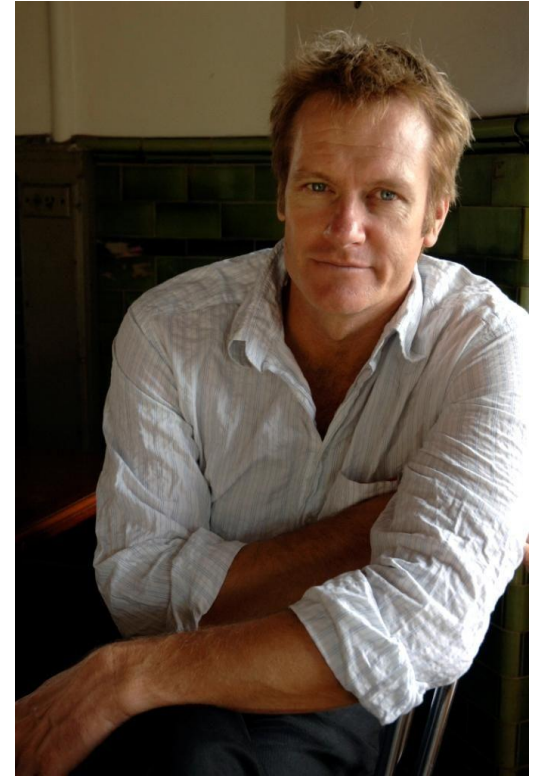
**Poster for public libraries**

***“Are We There Yet?”* book available at low price**

**Exhibition of original artwork will be on tour**

## ***Other info about NYR 2012***

- **William McInnes is national patron**
- **SA will be looking for state ambassador/s...to be featured in statewide media**
- **Libraries should consider finding local ambassador (local media opps.)**



# **SA Public Library Network NYR Committee**

## **Potential patrons:**

- **Crows player**
- **Director of Writers' Week**
- **Melvyn Mansell**
- **Deb Bogel**
- **Deb Tribe of ABC**
- **Young or local authors**
- **The Fairies**
- **Master Chef contestants**
- **Maggie Beer**
- **Bruce McAvaney**
- **Amity Dry**
- **John Letts**



# **Ideas**

- **Large video screen at the SLSA forecourt for launch**
- **Flash mob / reading along North Tce**
- **Video of SA celebrities reading from books**
- **Purple bookshelves in transit locations (Marion's idea)**

- **Fringe activities e.g. Fringe show developed with a reading theme**
- **Public upload reading photo (e.g. to Flickr, Facebook)**
- **Business breakfast with business leaders to promote literacy**

- **NYR could be good ‘door opener’ for your library...think about which doors you’d like opened!**
- **It’s likely that NYR organisers will be looking for SA NYR coordinator...could be good professional development opportunity for someone in the Network!**

**Make sure your library reads:**

**<http://love2read2012.wikispaces.com/file/view/GuidetotheNationalYearofReading2012.pdf>**

**Wordle.net**







## Resources Available

### All age groups catered for:

- Fiction books
- Non-fiction books
- Large Print books- both fiction and non-fiction
- Audio books
- Reference Materials- including encyclopedias, dictionaries, atlases, directories companions and guides
- Community Information- a wide range of brochures and pamphlets from government organisations, agencies and support services
- Newspapers-Daily - The Advertiser, The Australian
  - Weekly - The Times, The Trading Post, The Independent Weekly
  - Fortnightly - Koori Mail
- Magazines- A wide range of interests is catered for, with over 60 titles
- Videos/DVDs - Adult - Range of topics including movies, gardening, DIY, historical, computing, health, environment, science, sport, art/craft, cooking and wine (limited to 3 per person)
- Videos/DVDs - Children's - Topics include movies, stories, pre-school entertainment, educational (limited to 2 per person)
- CDs - Music for adults and children
- CDRoms - on range of topics including interactive games
- Jigsaws

## Facilities and Services Available

- Inter - Library Loans


As a member of the South Australian Public Libraries Network, the Library is part of the state-wide Inter-Library Loans service, which enables patrons at one Library to borrow books from any other South Australian Public Library. Books may be ordered by completing a form available at the Reception Desk. A separate form is needed for each book.
- Internet Access & Word Processing

Three computers are available for free public access to the Internet and 1 other computer is available for word processing and colour printing. A Volunteer is available to assist community members in developing their computer knowledge and skills. This service is also free. Bookings for computers or lessons with the volunteer can be made at the Reception Desk or by telephone.
- Photocopying

A coin-operated colour photocopying machine is available for public use. Costs for photocopying are:- Black and white A4 - 10c, A3 - 20c, Colour A4 - \$1.00, A3 - \$2.00
- Centrelink

The Library is a Centrelink Access Point where members of the public can phone and fax information to Centrelink, free of charge. A display area also provides a range of Centrelink information brochures and forms. Jobsearch and Centrelink Internet sites can be accessed on the Library computers.
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