



Marketing Committee Report

PLSA Quarterly

Tuesday 28th June 2011

Promoting online resources via posters

digital newspapers

 *Exclusive to library members!*



Amazing FREE online resources


Read your favourite daily local, national & international papers in **amazing** digital format from home or library.
Ask a staff member for more information or visit:


www.libraries.sa.gov.au

Today's libraries are amazing places



amazing online encyclopaedias

 *Exclusive to library members!*






Amazing FREE online resources

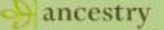
Free access to World Book Online giving you access to rich multimedia & thousands of reference articles: history, society, geography, science, nature & more!
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Today's libraries are amazing places



trace your family history

 *Exclusive to library members!*
library edition






Amazing FREE online resources

Ancestry Library Edition gives you access to millions of searchable family history records!
Ask a staff member for more information or visit:

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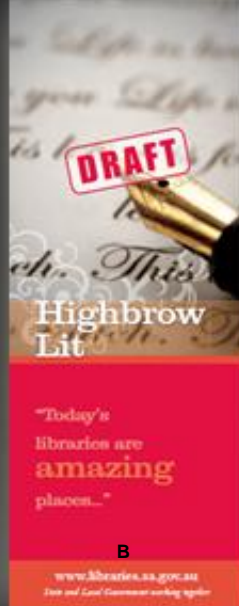
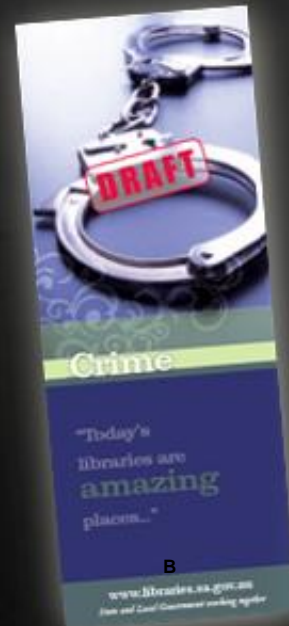
Note: this resource is only accessible via library computers

Today's libraries are amazing places



Bookmarks: Approx. 42 libraries have expressed interest

Eight gorgeous designs to tantalise and tempt your customers



Back of bookmark's list authors by genre - see the PDF for more detail

Statewide logo

- Working group created
- About to finalise consultant selection and make recommendation

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Message to be communicated (draft):

SA public libraries are modern and vibrant centres of accessible learning, leisure and information.

Refining libraries.sa.gov.au

Why refine?

- Website users become more visually oriented
- Better showcase great aspects of SA's libraries: present a 'smorgasbord'
- More strongly promote the Network's online resources on our website

Why refine?

Note: changes only affect the cosmetic 'shell' (not overall site structure)

Informal research supported new design (23 out of 31 people surveyed or 74%)



Today's libraries are amazing places



Locate a Library



- Home
- About Us
- Locate a Library
- Programs & Services
- Catalogue & Online Services
- News & Events

Latest News & Events



Technology at Stirling Library!

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Online Resources

digital newspapers



amazing online encyclopaedias



trace your family history



Road to IELTS
A Preparation Course



[More Online Resources](#)

New Books



[Click Here for Libraries SA Shelfari new books](#)

New DVDs



Here's just a sample of the DVDs that have arrived in our libraries by month

What's Hot

Features



Feature Title
Text for feature title to go here. Text for feature title to go here.



Technology at Stirling Library!

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus non neque a lorem tempor commodo. Phasellus sapien. Duis quis wisi.

[Full Article ▶](#)

New Books



[Click Here for Libraries SA Shelfari new books ▶](#)

New DVDs



Here's just a sample of the DVDs that have arrived in our libraries by month ▶

What's Hot



Want to get involved? Get started here!

Events @ Public Libraries SA



Selling on eBay Training session

City of Holdfast Bay - 11/04/2011
Brighton Civic Centre
24 Jetty Road, Brighton 5048 SA

[More Events ▶](#)

Spotlight on a Library



Campbelltown Library

After 6 years of planning and community consultation the redeveloped and expanded Campbelltown Library opened for business September 12th 2010.

[Read More ▶](#)

trace your family history



Online resources

→ **Road to IELTS**
A Preparation Course



[More Online Resources ▶](#)

Features



Feature Title

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