



## **PUBLIC LIBRARIES SA EXECUTIVE COMMITTEE**

Members are advised that a meeting will be held at Public Library Services

on **Tuesday November 1, 2011, at LGA SA, Eyre Peninsula Room,**

**commencing at 12 noon**

Lunch will be provided

- 1. PRESENT:**
- 2. APOLOGIES:**
- 3. CONFIRMATION OF THE MINUTES of previous Executive Committee meeting held on Tuesday October 4, 2011:**  
**Moved:**  
**Seconded:**
- 4. BUSINESS ARISING FROM MINUTES**
  - 4.1 Road trip
- 5. TREASURER'S REPORT**  
**Attached:** August and September 2011 P&L, reconciliation and Balance Sheet  
**Moved:**  
**Seconded:**
- 6. PRESIDENT'S REPORT - attached**
- 7. CORRESPONDENCE/COMMUNICATION**
  - 7.1 Correspondence
    - 7.1.1 Incoming
    - 7.1.2 Outgoing
  - 7.2 Communication from the field

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**8. ITEMS FOR DISCUSSION**

**8.1 Libraries Board**

**8.2 PLS Standing Committee – to be circulated separately**

**8.2.1 Public Library Services Report for the July – Sept 2011 quarter**

**8.2.2 Public Library Services Financial Services summary July – Sept 2011**

**8.2.3 PLS Financial Report July – September 2011**

**8.2.4 Bequest Funds report July – September 2011**

**8.3 Quarterly Meeting**

**8.4 Strategic issues**

**8.4.1 MOA Update**

**8.5 National Year of Reading**

**8.6 Conference**

**9. PLS: Geoff Stempel – to be circulated separately**

**10. Committees and Working Parties**

*Items for discussion to be starred at commencement of meeting*

**10.1 Marketing (Judi Cameron) – attached**

**10.2 JULA (Dee Moloney) - attached**

**10.3 Adult Programs Group (Sandra Skinner) – nothing to report**

**10.4 Collection Development Group (Sandra Skinner) - nothing to report**

**10.5 SALCYS (Lynn Spurling) – nothing to report**

**10.6 Central Collections**

**10.6.1 Levies - nothing to report**

**10.6.2 Online Resources- nothing to report**

**10.6.3 Digital Content - nothing to report**

**10.6.4 Community Languages (Bill Roche) – nothing to report**

**10.7 SA Customer Service Group (Dee O’Loughlin) - nothing to report**

**10.8 IT Group (Aaron via Sandra Skinner) - nothing to report**

**11. OTHER BUSINESS**

**12. NEXT MEETING:**

**13: CLOSURE:**

**PUBLIC LIBRARIES SA EXECUTIVE COMMITTEE**  
**Minutes of the meeting held at Public Library Services, State Library of South Australia**  
**on Tuesday 4th October 2011 commencing at 12.00 noon**

1. **PRESENT:** Janice Nitschke, Judi Cameron, Lyn Spurling, Dee O'Loughlin, Sandra Skinner, Liz Byrne. Bill Roche
2. **APOLOGIES:** Dee Moloney, Liz Byrne
3. **CONFIRMATION OF THE MINUTES of previous Executive Committee meeting held on: Tuesday 2<sup>nd</sup> August 2011**  
**Moved:** Dee O'Loughlin  
**Seconded:** Bill Roche **CARRIED**
4. **BUSINESS ARISING FROM MINUTES**
  - 4.1 **Website redevelopment**  
Janice – discussing web site possibilities with LGMA. Hosts other professional associations
  - 4.2 **R&D submissions**  
Not discussed and to be removed from agenda as no longer relevant.
  - 4.3 **Summer Reading Club**  
Received request for PLSA to assist with prizes. A major prize had previously been provided by PLS – check with Geoff Stempel re PLS' ability to provide. \$5000 support for SRC confirmed. Minutes to be amended to reflect that it is \$5000 plus GST. Field needs to be advised that PLSA is supporting the SRC financially.
5. **TREASURER'S REPORT**  
August 2011 P&L, reconciliation and balance sheet to be forwarded by Bill – not everyone had received email. Accept at November meeting.
6. **PRESIDENT'S REPORT**  
President reported positive response from the field re Book Amnesty - going ahead.  
Digital Services NZ  
NBN rollout  
ALIA letter
7. **CORRESPONDENCE/COMMUNICATION**
  - 7.1 **Correspondence**
    - Nil correspondence in
    - Outgoing: Bill to check re thank you letters to speakers at conference
  - 7.2 **Communication from the field**
    - Nil

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## **8. ITEMS FOR DISCUSSION**

### **8.1 Libraries Board** Nil

### **8.2 PLS Standing Committee**

It was confirmed that PLSA were entitled to three members. They were confirmed as Janice, Judi and Lynn. Historically PLSA has always been represented by the President or nominee.

### **8.3 Quarterly meetings** 28<sup>th</sup> November – plus AGM

### **8.4 Strategic Issues**

#### **8.4.1 MOA Update – Nil**

#### **8.4.2 Update of Draft Strategic Plan/Action Plan July 2008-11** Tabled and discussed

### **8.5 National Year of Reading - Nil**

### **8.6 Conference**

Successful – some payments still outstanding. Bill will forward further information to Executive.

## **9. PLS: Geoff Stempel**

### **9.1 PLS Business Plan**

- Clarification re organisational chart: PLS reports to SLSA and accountable to Libraries Board as a business unit of the Libraries Board.
- Requested that philosophical statement be included in introduction re partnerships
- Question re School Community Libraries – review currently underway includes School Community Libraries
- There will be opportunity for input into any reviews within life of MOA

### **9.2 1LMS**

- PLS will work more directly with LITG to ensure efficiency in regard to 1LMS.
- P2 will remain operational during 1LMS rollout – but need to look at monitoring interlibrary loans. Suggestion to Geoff re finding better name than 'One Card'.
- Geoff highlighted call for Expressions of Interest in relation to 3<sup>rd</sup> party plug-in products.

### **9.3 Summer Reading Club**

Geoff advised that previous major prize had been sourced from suppliers.

## **10. Committees and Working Parties**

### **10.1 Marketing Committee (nil to report)**

### **10.2 JULA (Dee Moloney) (nil to report)**

### **10.3 Adult Programs group (Sandra Skinner)**

### **10.4 Collection Development group (Sandra Skinner) (nil to report)**

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- 10.5 SALCYS (Lyn Spurling) - (nil to report)**
  - 10.6 Central Collections**
    - 10.6.1 Levies** – nil to discuss
    - 10.6.2 Online resources** – nil to discuss
    - 10.6.3 Digital Content**  
Clarification sought – and given – that levy included e-Books and e-Audiobooks
  - 10.7 SA Customer Service Group (Dee O’Loughlin) (nil to report)**
  - 10.8 IT Group (Aaron via Sandra Skinner) (nil to report)**
  - 11. OTHER BUSINESS**
    - 11.1 AV-CON**  
Report received
    - 11.2 Road Trip**  
Lyn to put together possible route and email to Executive for discussion
    - 10.3 Visiting Speaker (Janice Nitschke)**  
Christina Clark – as part of interstate commitments. Possibility of 19<sup>th</sup>-23<sup>rd</sup> July 2012 (weekend plus couple of days). Could build Crawford/Rod East plus Workshops into dates
  - 12. NEXT MEETING**  
Tuesday 1<sup>st</sup> November 2011
  - 13. CLOSURE:**  
There being no further business, the meeting closed at 2.45 pm

**PLASA COMMITTEE REPORTS**

**Name of Committee:** PLAC, National Year of Reading

**Date of last meeting:** October

**Date of next meeting:** November 23<sup>rd</sup> 2011

**PLASA Representative:** Janice Nitschke

**Latest points of interest/ discussion:**

**1. National Year of Reading**

Media Release released last week (17<sup>th</sup> October 2011) Australia's National Year of Reading officially kicks off on 14 February 2012 with a launch at the National Library of Australia (Canberra), hosted by the First Tuesday Book Club's Jennifer Byrne, much loved actor and author William McInnes, patron of the campaign, and award-winning children's author Boori Monty Pryor. See NYR website.

**2. *OUR STORY* Information pack will be sent out.**

Just a quick update about the National Year of Reading - *Our Story* program.

In last week's email it was stated that each public library will receive their poster packs over this week and next. Unfortunately there has been a delay with these packs and they are due to be dispatched to all State Libraries at the end of this week. Some of you will have the packs next Monday and other states not until later next week. Don't forget everyone can still download their state's posters from our wiki at <http://love2read2012.wikispaces.com/Our+Story>.

This is the first set of materials we will be sending you to support your participation in the National Year of Reading 2012. The campaign has been developed by libraries and library associations, so this is very much your initiative. In this pack you will find printed posters to help you promote the National Year of Reading *Our Story* reading group for 2012. You can find out more about *Our Story* at [www.love2read.org.au/our-story.cfm](http://www.love2read.org.au/our-story.cfm) & on [www.love2read2012.wikispaces.com/Our+Story](http://www.love2read2012.wikispaces.com/Our+Story) there are the **pdf versions** of the posters and voting slips, in case you would like to download further copies.

**3. National and State Ambassadors**

These are being confirmed. To date SA has invited four ambassadors and we will continue to update.

**4. *Good Reading Magazine***

The *Good Reading Magazine* September issue front cover featured the NYR logo with a double page spread inside. *Good Reading* will do two more National Year of Reading features in February and August 2012. In the two special issues, the magazine plans to promote the NYR but also to focus on how wonderful libraries are and promote libraries. They would like to send out advance order forms

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so that libraries can order copies to give out or sell. They are offering a significant discount, with the regular price in the order of \$8.95, but it will be offered to libraries for approximately \$3.50 each. *The advance order forms will be distributed to founders shortly and we would ask that it be distributed through your networks.*

## **5. One Country Reading**

ALIA is about to submit the first report for the government funding associated with the One Country Reading. It includes the project plans for the three aspects of the project: “Are we there yet” for children; “Read this” for teen; and “Our story” for adults. Robyn sent a draft of the report to founders seeking final comment before submission of the report.

Discussions are continuing regarding organisation of the “Are we there yet tour” and with Madman comics for prizes for the teen section. The reading groups in each state for the adult section have received the books on the long list and are currently reading them and selecting the final six titles by 30<sup>th</sup> September. Robyn is talking with the Reading Room, an online book club, with a view to featuring the books online once the final six have been chosen.

## **6. Dymocks Children’s Charities**

We met with Don Grover (CEO), Steve Cox (General Manager, Sales & Marketing) and Elaine Richards (Booklover Loyalty Manager) from Dymocks. They would like to be our key partner for the Reading Hour. Disney will be the other key partner in this program. We have made it clear to Dymocks that we cannot offer them an exclusive agreement. It is likely that we will need a written agreement about the terms of our arrangement. The benefits of having Dymocks as a partner include: Dymocks hold 18% of the bookshop market and the largest number of book stores of any bookstore chain; they have a database of 600,000 regular book buyers that we would have access to; they have conducted significant research on literacy related issues that we would also be able to access; and the partnership would assist with our government funding requirement for this project that we include bookstores.

Concern was expressed about the arrangement, and significant discussion followed, particularly regarding the potential for any agreement with Dymocks to block independent booksellers from participating in the Reading Hour campaign and that individual Dymocks franchisees might be reluctant to participate in a collaborative partnership. It was noted that we can reach other bookstores via the Independent Booksellers Association and the Australian Booksellers Association. Sue H also stressed the importance of including representatives from a range of national and state based associations in the state based steering committees in order to ensure their participation in NYR events. *Sue M will raise the founder partner concerns with Dymocks and report back to the founders.*

## **7. Disney**

The Disney Channel want to script an advertisement to be screened on the Disney Channel in support of the National Year of Reading and in particular the Reading Hour. They reach 38% of Australian children. *Sue M will send the advertisement to founders in confidence*

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## **8. PLAC**

### **Updates to the Standards and Guidelines for Australian Public Libraries**

Quotations have been received and PLSA has been requested to give consideration to supporting the update with a financial commitment of \$1000.

Libraries Alive! have provided a quotation for the updating of the *Standards and Guidelines for Australian Public Libraries* for 2011 and 2012. The charge for this service will be \$10,000 per year, plus GST, to be billed in 6 month periods. As per discussions at the PLAC meeting on 14 September 2011 the costs for this service will be distributed across state based public library associations and ALIA in line with the initial investment in the publication.

#### **RECOMMENDATION:**

- 1. For Information**
- 2. Updates to the Standards and Guidelines for Australian Public Libraries** Quotations have been received and recommendation is that PLSA support the update with funding commitment of \$1000.

**Janice Nitschke**



**Date: 17 October 2011**

## Famous names behind the National Year of Reading

Australia's National Year of Reading officially kicks off on 14 February 2012 with a launch at the National Library of Australia (Canberra), hosted by the First Tuesday Book Club's Jennifer Byrne, much loved actor and author William McInnes, patron of the campaign, and award-winning children's author Boori Monty Pryor.

The campaign has been initiated by Australian public libraries, state and territory libraries and library associations. It is supported by school libraries and the National Library of Australia. TAFE, University, government and other special libraries are also behind the campaign.

All kinds of household names will be active in the National Year of Reading campaign – notably the ABC, Dymocks, Madman Entertainment, Scholastic and the Walt Disney Company – and in addition to Jennifer Byrne, William McInnes and Monty Boori Pryor, ambassadors will include Anita Heiss, Bryce Courtenay, Andy Griffiths, Morris Gleitzman, Susanne Gervay, Anh Do, Ted Egan, Robyn Archer, Anna Goldsworthy, Steve Parish and the Melbourne Football Club.

More than 200 writers, publishers and organisations involved in reading and literacy are partners with the National Year of Reading – organisations such as the Centenary of Canberra, the Indigenous Literacy Foundation, the Pyjama Foundation, Speech Pathology Australia, Student Edge, Vision Australia, Writing Australia.

Funding has come from the Australian Government, the Australia Council for the Arts, the Copyright Agency Ltd, the Sidney Myer Fund and Australian libraries.

**For more information, visit the website [www.love2read.org.au](http://www.love2read.org.au).**

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Date: 17 October 2011

EMBARGOED UNTIL 18 OCTOBER

## Be in at the start of Australia's biggest book group for the National Year of Reading 2012

Australia's National Year of Reading 2012 starts here, with the opportunity for you to vote for the book that you think should represent your state or territory as one of the eight on our national recommended reading list for 2012. You can help decide the eight books that *are* the National Year of Reading 2012 collection.

Margaret Allen, chair of the National Year of Reading founders and State Librarian of WA, explains, "For 2012, we're creating a collection of books which, read together, describe the Australian experience. We all know how very different it is if you're living in the city or in a remote community; in the Northern Territory or New South Wales. We're hoping that thousands of readers will take a journey around Australia through the pages of these eight books and come out of it with an even greater depth of understanding about what it means to be Australian."

The list of eight winning titles and the start of Australia's biggest book group for the National Year of Reading will be announced at the launch of the campaign on 14 February, 2012, at the National Library of Australia in Canberra. After that, existing book groups, new groups and individual readers can go online and register as a member of Our Story, joining in the discussion about the books the nation has chosen.

The state and territory shortlists, chosen by independent panels of readers, have been announced. The shortlist is available on the National Year of Reading website [www.love2read.org.au](http://www.love2read.org.au). Voting commences 1 November 2011, online at [www.abc.net.au/yearofreading](http://www.abc.net.au/yearofreading) and in participating libraries and book shops. The closing date is 6 January 2012.

### Shortlist for the ACT

- John Clanchy, *Vincenzo's Garden*, University of Queensland Press
- Alan Gould, *The Lake Woman*, Australian Scholarly Publishing
- Marion Halligan, *The Fog Garden*, Allen & Unwin
- Jack Heath, *The Hit List*, Pan Macmillan Australia
- Dorothy Johnston, *The White Tower*, Wakefield Press
- Kel Robertson, *Smoke and Mirrors*, Pan Macmillan Australia

### Shortlist for New South Wales

- Peter Corris, *Torn Apart*, Allen & Unwin
- Kate Grenville, *Lilian's Story*, Allen & Unwin
- Ian Hoskins, *Sydney Harbour: A History*, New South Publishing
- John Hughes, *The Idea of Home*, Giramondo
- Ruth Park, *The Harp in the South*, Penguin
- Chris Womersley, *Bereft*, Scribe

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### **Shortlist for the Northern Territory**

- Ros Moriarty, *Listening to Country*, 2010, Allen & Unwin
- Daena Murray (editor), *The Sound of the Sky*, 2006, CDU Press
- Judy Nunn, *Territory*, 2003, Random House
- Alan Powell, *Far Country: A Short History of the Northern Territory*, 2009, CDU CDU Press
- Alan Powell, *Shadow's Edge: Australia's Northern War (Revised Edition)*, 2007, CDU CDU Press
- Nicholas Rothwell, *The Red Highway*, 2009, Black Ink

### **Shortlist for Queensland**

- Chloe Hooper, *The Tall Man*, 2008, Penguin
- Andrew McGahan, *The White Earth*, 2005, Allen & Unwin
- Alex Miller, *Journey to the Stone Country*, 2002, Allen & Unwin
- Estelle Pinney, *House on the Hill*, Penguin
- Ian Townsend, *Affection*, 2005, Harper Collins
- Matthew Condon, *Brisbane*, 2010, New South Publishing

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### **Shortlist for South Australia**

- Max Fatchen, River Kings, Wakefield Press
- Kerry Goldsworthy, Adelaide, 2011, New South Publishing
- Peter Goldsworthy, Three Dog Night, 2003, Penguin
- Scott Monk, The Never Boys, 2011, Random House
- Stephen Orr, Time's Long Ruin, Wakefield Press
- Alastair Sarre, Prohibited Zone, Wakefield Press

### **Shortlist for Tasmania**

- Richard Flanagan, Wanting, 2008, Random House
- Anna Krien, Into the Woods: The Battle for Tasmania's Forests, 2010, Black Ink
- Julia Leigh, The Hunter, 1999, Penguin
- Kathryn Lomer, What now Tilda B?, University of Queensland Press
- Peter Timms, In Search of Hobart, 2009, New South Publishing
- Rohan Wilson, The Roving Party, 2011, Allen & Unwin

### **Shortlist for Victoria**

- Robyn Annear, Bearbrass, 2005, Black Ink
- Brendan Gullifer, Sold, Sleepers
- Barry Heard, Well Done Those Men, 2005, Scribe
- Alice Pung, Unpolished Gem, 2006, Black Ink
- Jeff & Jill Sparrow, Radical Melbourne, Vulgar Press
- Maya Ward, The Comfort of Water, Transit Lounge

### **Shortlist for Western Australia**

- Elizabeth Jolley, The Newspaper of Claremont Street, Fremantle Press
- Sally Morgan, My Place, Fremantle Press
- Howard Pederson & Banjo Woornmurra, Jandamarra and the Bunuba Resistance, Magabala Books
- Kim Scott, True Country, Fremantle Press
- Craig Silvey, Jasper Jones, 2009, Allen & Unwin
- Tim Winton, Cloudstreet, 1991, Penguin

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October 2011

To the Public Library team  
From the National Year of Reading team

This is the first set of materials we will be sending you to support your participation in the National Year of Reading 2012. The campaign has been developed by libraries and library associations, so this is very much your initiative.

If you're not too sure what the National Year of Reading is about, please visit the website [www.love2read.org.au](http://www.love2read.org.au) and go to the wiki [www.love2read2012.wikispaces.com](http://www.love2read2012.wikispaces.com).

In this pack you will find printed posters to help you promote the National Year of Reading Our Story reading group for 2012. You can find out more about Our Story at [www.love2read.org.au/our-story.cfm](http://www.love2read.org.au/our-story.cfm) and on this page [www.love2read2012.wikispaces.com/Our+Story](http://www.love2read2012.wikispaces.com/Our+Story) there are the **pdf versions** of the posters and voting slips, in case you would like to download further copies.

We are telling everyone that they can go online to vote from 1 November 2011 at [www.abc.net.au/yearofreading](http://www.abc.net.au/yearofreading) and also place their physical votes at participating libraries and bookshops. We have put the posters as inserts in the Australian Booksellers' Association November newsletter to its members and all Dymocks stores will have their own posters.

We hope every public library will participate, collecting physical voting slips and posting them back to **The Library Agency, GPO Box 1551, Melbourne, VIC 3001**, as soon as possible after the closing date of 6 January 2012. We will not be able to count voting slips received after 13 January 2012.

It would be helpful if you could let us know to expect your returns – please email [robyn@thelibraryagency.org.au](mailto:robyn@thelibraryagency.org.au) in November to let us know that your library will be participating.

We have also prepared a template press release that you can use to alert your local media to the campaign. You will find it here [www.love2read2012.wikispaces.com/Our+Story](http://www.love2read2012.wikispaces.com/Our+Story).

Public libraries are leading the Our Story element of the National Year of Reading 2012, but we're hoping that other libraries (TAFE, University, specials) will also promote the voting opportunity to their users. So if you are a joint use library, why not download some of the posters and pin them up on the school staff room noticeboard for the teachers?

We mentioned other materials at the start of this letter. We are also planning to provide you with (1) posters promoting the Our Story winning eight books, together with (2) generic National Year of Reading promotional materials (window decal, bookmarks, stickers, posters) and (3) posters and a map from *Are We There Yet?*, our theme book for juniors. All this will be arriving week commencing 6 February, in time for the launch of the National Year of Reading on 14 February, 2012.

If you have any questions please email Robyn or call her on 0412 659919.

**Logo update – for discussion**

*Below is a summary of an email to the Marketing Committee*

The design firm Parallax has put forward the following recommendation:

**‘We should create a logo/identity for the Network that does not use a generic descriptor like ‘SA Public Libraries Network’ or ‘Libraries SA’...but instead uses a name that better communicates our Network’s positioning or uniqueness’.**

It is suggested that “**LINC Tasmania**” is an example of what he is talking about (in Tasmania, a public library is called a ‘LINC’....so “LINC Tasmania” refers to Tasmania’s network of public libraries). I.e. this name for their network conveys that the LINC’s ‘link’ Tasmanians to things (e.g. learning)



Further rationale is that our SA logo/identity doesn’t have to have the word ‘library’ in it, as our logo/identity would always be used in a library context (e.g. next to a particular individual library’s logo or at the bottom of an ad about public libraries)...so people would make the connection. E.g. as below (just pretend these libraries are part of the Tas network):



**Pro’s (Jon Bentick)**

- This idea could give libraries a real refresh as they are associated with something slick, catchy and modern
- A good name could say something great and succinct about libraries
- Very innovative

**Con’s (Jon Bentick)**

- A good name could say something great and succinct about libraries....but what is that name?
- We don’t really have any budget to explain the name (we could not afford regular ads on TV explaining “*The Discover Network is what we call the network of public libraries in SA*”)

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- If we can't explain the name clearly/frequently then people might assume it means something else (e.g. *"I keep seeing "The Discover Network" in all the brochures/signs of different libraries...is that the wireless network they use?"*)
  - We are already have a challenge to explain what today's libraries have inside them....we are just adding to this with a further challenge to explain what the Network of libraries is called
  - The Linc Tasmania logo does look quite cool and slick...but a cool and slick 'Libraries SA' logo can also be created by having a modern cool graphic that accompanies the words 'Libraries SA'

**Judi**

**PLSA COMMITTEE REPORTS**

<b>Name of Committee</b>	<b>Joint Use Library</b>
<b>Date of last meeting:</b>	<b>26/6/11</b>
<b>Date of next meeting:</b>	<b>27/11/11</b>
<b>PLSA Representative:</b>	<b>Dee Moloney</b>

**Latest points of interest/ discussion:**

**The Libraries Board Review of School Community Libraries**

The Steering Committee has met a couple of times. We have decided on our Terms of Reference and have employed KPPM to undertake the review. We are now up to the consultation stage and this process will happen in 3 ways; through workshops held in Regional Areas, through written submissions and through an online Library user Survey. The workshops are open to school/library staff, members of the different Library Boards, School Governing Council members, and Local Council representatives. Invitations have been sent out to schools and councils. The three stages will be complete by the end of November. The next meeting of the Steering Committee will be Nov. 18<sup>th</sup>.

**DECS Review of School Community Libraries**

Our last meeting in September was cancelled and we will meet again on Thursday the 1<sup>st</sup> Dec. In the meantime Teresa and I have been working on a role statement including outcomes for the Committee. Leonie Pech is now representing DECS on both Committees, Cassie Chan has moved to HR.

**Issues to highlight:**

Both Committees are moving along at a fair pace, there is not much else to report at this stage.

**Recommendations/Actions for CLASA Exec:**

None, just note what is happening.

**Attachments:**

None