

# MARKETING YOUR LIBRARY

and a *Children's Breakfast* for over 100 children will be held at Pacific Fair Shopping Centre.

*Literati 2008* was the first instance where GCCC libraries worked in partnership with businesses and sponsors in such a significant way. By working closely in strategic partnership with a range of sponsors, from a major shopping centre to accommodation providers, caterers, media outlets, publishers, and the Friends of the Library, the event was run on a shoestring budget and yet delivered a successful and quality event that accomplished its goal of raising the profile of the library service.

Another event held recently was the *Readers' Rendezvous*, which also highlighted the benefits of partnering to promote success. GCCC Libraries teamed with the franchisee of an Angus & Robertson bookstore to host an event, which sought to match participants with their perfect book club. The evening was a smash hit with over 60 guests in attendance. All participants filled in a questionnaire on the night and will be contacted in coming weeks with the times and locations of new book clubs in their area. Through Angus & Robertson's support, the libraries were able to provide fantastic catering and book prizes to give away, which all added to the ambience of the evening. Promotional material was also distributed through all Angus & Robertson stores on the Coast, providing an alternative means of communicating with potential customers.

In June this year, GCCC libraries will launch a three-month winter promotion in conjunction with Zarraffas Coffee called *Warm up with a Hot Read*. A special collection of the most popular new releases will be made available over this period. They will only be available for a shortened loan period and customers will not be able to place holds, with the idea being that these highly sought after books will be on the shelf for customers to pick up. A series of special bookmarks will be produced to promote the Hot Reads and these will feature a tear off coupon for a discounted coffee special at one of the many Zarraffas Coffee outlets across the Gold Coast.

Developing relationships with strategic partners is not a new phenomenon and has been done successfully by libraries in the past. However in times when budgets are being scrutinised, it is more relevant than ever to strategically plan alliances in the business community.

Libraries are in the enviable position of having an amazing product that many businesses would like to be associated with; so often the initial cold call is actually warmly received. The more creative you are, the more interested a company will be, and it is imperative that you do your homework and explore any natural synergies that may exist between the company that you are targeting and the program or event for which you are seeking sponsorship.

There are a couple of things worth keeping in mind if you are looking at developing partnerships with businesses and other organisation.

- Ensure that all communication is clear and unambiguous. State exactly what you are seeking and what, in turn, you are able to commit to providing.

- Initial approaches are almost always best made in person, even if it is a brief phone call to assess any interest that is then followed up with a clear and to-the-point proposal.

Making the time to build up relationships within your community can have enormous ongoing benefits for your library service. If you are able to secure sponsorship, make sure that the sponsors are kept informed as to the progress and outcome of the event. Ensure that any publicity and promotional material is forwarded to the sponsors along the way, and once the program or event has concluded, send an overview and thank you letter.

Strategic partnering is one way in which libraries can not only implement programs that meet the community's needs, we can also promote our vital message to the widest audience possible.

**Maryanne Hyde**  
Library Services Program Development Officer  
Gold Coast City Council  
mhyde@goldcoast.qld.gov.au

## TAFE Tasmania Living Writers' Week – Marketing your library by holding innovative events

Arts Tasmania hosts a ten day Tasmanian literary festival to celebrate Tasmanian authors, publishers, and all forms of writing. Library Services at the Launceston City Campus of TAFE Tasmania decided that, with so much talent, creativity, and dedication among our own staff and students, we would hold our own living writers' week. From 11th August to 15th August 2008, the TAFE City Library hosted and organised TAFE Tasmania Living Writers' Week.

While writing is often associated with poetry, novels, or non-fiction, it can also mean the production of a book, learning resource, learning guide, and much more. These resources might be in hard copy, online, CD Rom, DVD, or a computer program. They could be published independently or by TAFE, and they may be bound, stapled, or clipped together. Writing indeed comes in all shapes and sizes and formats.

We decided that to produce a book, resource booklet, learning resource, or online program is a major achievement, so why not celebrate ?

Our Living Writers' week was a week in which to share and celebrate the writing of our TAFE staff and students in the northern half of the State.

And celebrate we did...

Our week began with a well-attended and enjoyable launch on Monday afternoon. The guest speaker was Cameron Hindrum, Director of the Tasmanian Poetry Festival. Guests enjoyed nibbles and our own "Writers' Thirst" wine while they looked at many of the TAFE produced printed items on display.

From Tuesday to Friday we had lunchtime sessions with two guest speakers each day and light lunch provided. The speakers included TAFE staff, students, and volunteer tutors from TAFE's Alanvale and City Campuses.

Each of our guest speakers gave a well-prepared, well thought-out presentation. All were diverse and entertaining. They included presentations of online teaching resources, the making of children's books designed and written by students, and the making of learning manuals produced and designed collaboratively by several teams, including design and multimedia and children's services. The Friday sessions from one of our students and a volunteer tutor featured ideas for writing fiction and the perils of self-publishing. We were overwhelmed with the number of attendees at each presentation and were thrilled that everyone walked away with knowledge of their colleagues' writing, and with new ideas and enthusiasm for what we do each day.

As well as a promotional activity for the library, TAFE Tasmania Living Writers' Week was an opportunity for staff and students to share their writing. We might work in the room next door to our colleagues, we might say hello to a staff member or student in the cafeteria, but truly how much of what they teach and learn at TAFE do we actually know? The week proved that we had a great deal to learn from each other.

We put a lot of time and effort into marketing this event, seeking the help of the TAFE publicity department and producing professional looking programs, posters, and brochures to advertise the week. Our efforts were well rewarded as we gained the interest of our regular users and those from other campuses who had not visited our library in the past.

We had wonderful feedback from our speakers, from our attendees, and from many staff who heard of our event but could not attend. The experience was invaluable not just for our presenters and audience, but for library staff, who worked together as a team to organise the event, and as a marketing tool for the library. We have been asked to run more events of this kind and we are enthusiastically searching for new ideas and programs.

**Cindy Bissett**  
Librarian, Tasmanian Polytechnic  
Cindy.Bissett@polytechnic.tas.edu.au

## NSW @ your library<sup>®</sup>

At the end of 2009, after five fabulous years the NSW @ your library<sup>®</sup> campaign will come to an end. As the co-ordinator of this caravan of riches, I have mixed feelings. It's a bit like realising a particularly loved piece of clothing needs to move out of your wardrobe. So it is with our @ your library<sup>®</sup> campaign: it needs a makeover or, at least, to make room for something else! We're currently working through an evaluation process that has included surveys and focus groups, but from a naval gazing position, it's a good opportunity to look back on where we've come since we launched in December 2004.

@ your library<sup>®</sup> was developed by the American Library & Information Association (ALA) in 2001\*. South Australia was the first Australian state to adopt the campaign under licence from the ALA, with Victoria and Western Australia subsequently purchasing the South Australian version.

While the South Australian campaign had been designed to be cross-sectoral, in NSW we decided to repurpose it specifically for the public library market. To meet the varied needs and resources of our 97 library services we also made the choice to keep our themes generic so that our libraries could 'buy in' more easily and build on what they were already doing. It really was very much a case of 'one size fits all'.

The focus of @ your library<sup>®</sup> is a series of 'mini' campaigns which highlight a specific library area or service. Since we started in 2005, there have been 20 themes. Some, like 'Connect', have made repeat appearances while others have been a one-off. 'Holiday Fun' has been delivered so many times that we've moved through 3 incarnations of the poster – the original kid must be in high school by now!

"The campaign encouraged us to target groups we'd never thought of before", is typical of the comments we received in the evaluation survey.

Whenever possible we've linked the timing of the campaigns with related events, such as Library and Information Week. Library Lovers Day was one such initiative when we saw the hype we could harness with everyone who didn't get flowers on Valentine's Day! We've also sought partnerships with other agencies to increase our exposure: one of our favourites 'reduce, reuse and recycle' was offered in conjunction with the enthusiastic support of waste authorities across the state; we focused on 'food' (the way to a librarian's heart!) with the NSW Food Authority, while 'statistics' was a joint venture with ABS.

For each campaign we distributed posters, bookmarks, and/or postcards free to every public library. The feedback we've received has been varied. While the designs have been almost universally endorsed, there is always comment about the extent of product we send. These range from "No more! Our cupboards are groaning", to "Can we have some extras?" It's one of the pitfalls of a universal campaign: you can't please everyone. So while some libraries are squirreling merchandise away for a rainy day, others have been spreading the joy (and the exposure) to bookshops, schools, cafes, etc.