LIBRARIES TRANSFORM®

Broad Objectives

- Awareness: Increase awareness of and support for the transforming library.
- Perception: Shift perception of library from "obsolete" or "nice to have" to essential.
- Engagement: Energize library professionals and build external advocates to influence local, state and national decision-makers.

One Main Idea

Libraries today are not only about what they have for people but also what they do for and with people.

Libraries transform individuals. Libraries transform communities. Libraries transform lives.

Libraries Transform Key Messages

- Today's libraries are not just about what we have for people, but also what we do for and with people.
- Libraries transform lives.
- Libraries transform communities.
- Library staff are passionate advocates for lifelong learning.
- Libraries are a smart investment.
- Libraries uphold democracy /Libraries are essential to democracy
- Libraries are the third space

Libraries Transform Supplemental Messages

- Libraries are at the heart of our communities—a resource for people of any age to find what they need to help improve their quality of life.
- Libraries help people navigate the changing information landscape and equip them with the skills needed to thrive in our digital world.
- Libraries are evolving with these changes in order to serve the public and to continue to fulfill their role in leveling the playing field for all who seek information and access to technologies.

- Libraries are expanding beyond their traditional roles and providing more opportunities for community engagement and delivering new services that connect closely with patrons' needs.
- Library professionals facilitate individual opportunity and community progress.
- Libraries are committed to advancing their legacy of reading and developing a digitally inclusive society.
- Libraries add value in five key areas: education, employment, entrepreneurship, empowerment and engagement.

Theme: Connect

Note: The theme 'Connect' maybe utilised again with a focus on technology.

Relevant Dates (February)

- Safer Internet Day – 6 Feb
- Library Lovers Day – 14 February
- Lunar New Year – 1 February
- World Interfaith Harmony Week 1-7 February
- World Wetlands Day 2 February
- World Cancer Day – 4 February
- Children's Mental Health Week – 7-13 February
- International Day of Women and Girls in Science – 11 February
- Anniversary of National Apology Day – 13 February
- World Day of Social Justice – 20 February
- Back to School

Campaign

Campaign Period

One month, although elements of the campaign will be ongoing.

Identified market need/want

- Public who may not be aware of the wide range of resources and services available at the Library and the positioning of the Library as a community space.
- Council staff and councillors (and other stakeholders) who may not be aware of the social value of libraries, their contribution to and impact on their communities.

Objective 1

Raise awareness of libraries as community spaces.

Desired outcome

- Increase in use of facilities and services.

Objective 2

Raise awareness of library's role in community building and social inclusion.

Desired outcomes
- Increase in number of partnerships with community organisations.
- Increase in use of library as neighbourhood resource.

Libraries Transform 'Because' Statements

- Because books help us to connect
- Because a book is the best date/Because a book is the best company of all
- Because age is no barrier
- Because your library card will never be declined (stood up)
- Because a library card is the most important school supply of all
- Because learning starts before Kindergarten
- Because accurate information is the best medicine
- Because libraries are always here for you

Ideas and suggestions

- Wrap books for a 'Blind date with a book'

- Use Libraries Transform Because……. As your screen savers

- Offer specialized Internet sessions for special groups such as Year 12 students, family and local historians. Perhaps they'd like to combine this with a using the library as a meeting space – what a way to start 2024.

- Offer training sessions in how to use on-line databases. It's the beginning of the academic year so consider pitching them to students. Sessions could be formal or perhaps one-on-one depending on your circumstances.

- Don't forget to promote Libraries Transform within your own Council – perhaps you could offer special training in Internet skills / online safety or speak at staff meetings about the databases and resources available through the library, do a tour of what is available or hold morning tea for staff to get them in the door.

- It's also a great time to offer research skills workshops with a focus on electronic resources. You might consider extending an invitation to parents to attend. Make it a fun session with pizza and a drink to finish and include Mum / Dad / Carer.

- Maybe your Library would like to "connect" with the library in your town's sister city – a great opportunity to link with colleagues around the world.

- Create a 'connection' with a library in another city or state.

- Offer and promote the use of the library's meeting rooms and spaces to the community

- Contact potential partners for community projects – for instance, hold a stall at the local festival or show, or a display to celebrate all the great things you do in the library

- Offer space for display of council and community information

- Ensure your library IS a welcoming place. Do you have separate youth areas and quiet reading spaces? A 'men only' area? Coffee and tea? Invest in some new / upated décor!

- Hold an Open After Hours function, report on importance of library and serve a glass of wine or two

- Consider offering workshops on resume writing, deciphering government documents, how to lodge a DA, how to organise a street party etc. Use your local 'talent'

- Offer the use of the library for public meetings. Host your own – what the library means to my town.

- Encourage community participation in library's planning process. Start with a youth forum, or a CALD event

- Hold a 'design a logo' competition

Campaign Resources

Campaign templates can be found on the Libraries Transform [website](#). These are fully customizable for your use.

Media Release
Following is a draft Media release you can make your own. Just insert your details.

Acknowledgement
This toolkit was adapted from the NSW @ Your Library Campaign and ALA Libraries Transform Campaign

Draft Media Release

The public library is at the heart of community. It's a place to borrow books, media and other items, access technology, read and learn and a 'community space', a place to meet and for people to congregate, imagine, share and experience.

Throughout February the Libraries Transform campaign will celebrate the role public libraries play in building social capital in their communities.

Just what is social capital? It is people and organisations getting together for mutual social benefit, and is characterised by trust, community involvement and sharing. For [insert name] Library, this means providing a shared space for everyone in our diverse community, a meeting place for individuals and ideas, shaped by and shaping the community. We're safe, free and non-discriminatory, a place to discover and delight in diversity. As Hugh McKay says, libraries are 'the new village green...where people meet ...to connect to a world of ideas'.

So, come around to our place any time! [Insert name] Library has [for example] meeting rooms available for community groups, a fantastic children's area, online resources, DVDs and CDs for loan or listen to them here, free Internet access, a toy library, homework help and sunny corners to curl up in with a good book or the latest magazine or newspaper.

Come in and meet the staff [insert photos and names]. Bring along your friends and neighbours and join us for [insert event, for example, coffee and cake at 11 or wine and cheese at 6], to celebrate [insert, for example, launch of the new community directory, a citizenship ceremony, family literacy program, English conversation classes, Chinese storytelling, meet the councillors, Book Clubs, a scrabble tournament or listen to local bands].

Libraries Transform is all about partnerships – the library and its users, Council, local organisations and businesses. Together we can make [insert town name] an even better place to live and work.

[Insert name] Library is open [insert days and times]
Contact: [insert name] about [insert planned activities]

For further media information, contact:
[Insert media contact and phone number]