

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 or culture 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.

June Theme: Connections / Together

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

Relevant Dates (June)

- Reconciliation Week – 27 May – 3 June
- Global day of Parents – 1 June
- Mabo day – 3 June
- World Environment Day – 5 June
- World Oceans Day – 8 June
- World Wide Knit in Public Day – Second Saturday in June
- Wprls Blood Donor Day – 14 June
- Refugee Week – 16-22 June
- World Refugee Day -20 June
- Winter Solstice – 21 June
- International day of Yoga – 21 June
- World Rainforest Day – 22 June
- Red Nose Day – 30 June

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 broad range of resources including LOTE, LGBTQI+, etc and the role of libraries within the community and social inclusion.

Desired outcomes

- Increase in awareness of library resources.
- Increase in use of a broad range of library resources.

Objective 3

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 history is no barrier
- Because knowledge is power
- Because they welcome anyone from anywhere
- Because accurate information is the best medicine
- Because libraries are always here for you
- Because they hold the key to the past, present and future
- Because transformation is essential to the communities we serve
- Because access equals opportunity
- Because librarians believe everyone counts

Ideas and suggestions

- Use Libraries Transform Because..... As your screen savers
- Offer training sessions in how to use on-line databases. 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.
- Build relationships with community development staff to broaden the reach of library services to the community.

- Offer research skills and 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 and you can show them what is available also.
- 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 / updated décor!
- Consider offering workshops to assist with deciphering government documents, how to lodge a DA. 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

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

Libraries Championing Diversity and Inclusion: A Rich Collection of Resources

In a continuous effort to celebrate diversity and foster inclusion, [Your Library] is proud to announce an extensive range of resources. These resources aim to connect communities, celebrate differences, and bring people together through shared learning and understanding.

A Diverse Collection for Every Community

Our libraries have curated a broad spectrum of materials and programs to support and celebrate the rich tapestry of cultures and identities within our community:

Multicultural Resources: Books, films, music, and art from around the world that represent diverse cultures, languages, and traditions.

LGBTQI+ Collection: A comprehensive selection of literature, documentaries, and media that highlight LGBTQI+ voices, histories, and experiences.

Bilingual and Multilingual Materials: Resources available in multiple languages to serve our diverse population.

Cultural Celebrations: Events, festivals, and exhibitions that honor various cultural heritages and foster cross-cultural understanding.

Educational Workshops: Programs on cultural competence, diversity training, and LGBTQI+ awareness.

Support Groups: Safe spaces and discussion groups for LGBTQI+ individuals and allies to share experiences and support each other.

Fostering Connection and Understanding

Libraries have always been places where people come together, and our commitment to diversity and inclusion strengthens this role:

Community Dialogues and language lessons: Regular forums and panel discussions to facilitate open conversations about cultural diversity.

Inclusive Storytimes: Storytelling sessions that include books featuring diverse characters and themes, helping children and families appreciate different perspectives from an early age.

Partnerships with Local Organizations: Collaborations with cultural groups, various organisations, and community centers to broaden the reach and impact of our resources.

Accessible and Welcoming Spaces

[Your Library] strives to ensure that everyone feels welcome and valued in our libraries:

Safe Spaces: Dedicated areas within the library where individuals can find support and community.

Inclusive Policies: Commitment to non-discrimination and the creation of an environment that respects and celebrates all identities.

Outreach Programs: Efforts to reach underserved and marginalized communities, ensuring they have access to our resources and services.

For more information, please visit [Your Library's Website] or contact [Your Contact Information].

[Your Library] is dedicated to providing free and open access to information, fostering lifelong learning, and promoting cultural enrichment. Our mission is to serve the community by offering

****End of Release**** [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]