

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.

July Theme: Stories

Relevant Dates (June)

- Children's Art Week – 29 June – 7 July
- World Chocolate Day – 7 July
- Naidoc Week – 7-14 July
- World Population Day – 11 July
- World Youth Skills Day – 15 July
- Racial Harmony Day – 21 July
- Paris Olympics Start – 26 July
- Schools Tree Day – 26 July
- DonateLife Week – 28 July – 4 August
- International Friendship Day – 30 July
- Library and Information Week – 31 July – 6 August

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.
- Public who may not be aware of the vast variety of services available in the library.
- Public who may not be aware of the wide range of meeting spaces available within the library.
- Public who may not be aware of the wide range of activities held within the library including CALD activities, English and LOTE classes, storytime, makerspaces, etc.
- Public who may not be aware of the wide range of resources in various formats held within the library including LOTE resources, audiobooks, eResources, magazines, games, etc.

Objective 1

Raise awareness of libraries as community spaces.

Desired outcome

- Increase in use of facilities and services.
- Increased awareness of library activities
- Increased usage across resources and programming

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

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 Libraries are a learning hub
- Because knowledge is power
- Because they welcome anyone from anywhere
- Because libraries give you headstart.
- Because libraries give you a sporting chance
- Because discovery is always on the menu
- Because libraries are always here for you
- Because libraries support all stages of learning
- 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
- 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.
- Offer the use of the library for public meetings. Host your own – what being a donor recipient means.
- Encourage community participation in library's planning process. Start with a youth forum, or a CALD event.
- Build relationships with community development staff to broaden the reach of library services to the community.
- Build relationships with Children's Services staff to broaden the reach of library services to the community.
- Visit local childcare centers and encourage membership, consider leaving a box of books for the children to use and change regularly.
- 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.
- 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 wonderful 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!

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

Celebrating Libraries as Vital Community Facilities and Sharing Stories

In our rapidly evolving world, libraries continue to serve as invaluable community hubs, fostering education, cultural enrichment, and social connection for people of all ages and backgrounds. As we celebrate the role of libraries in [Insert your town/library service], we recognize their multifaceted contributions to our community's well-being and growth and providing the opportunity to grow and learn our stories.

Libraries are not just repositories of books; they are vibrant centers of learning. They provide free access to a wealth of resources, including books, e-books, audiobooks, and educational materials that support formal education and lifelong learning. From early childhood literacy programs to adult education courses, libraries empower individuals to expand their knowledge and skills.

Our libraries celebrate cultural diversity through their diverse collections and programs. They showcase literature, art, music, and films from around the world, promoting understanding and appreciation of diverse cultures. Cultural events, exhibitions, and performances hosted by libraries create opportunities for community members to come together and share their cultural heritage.

Libraries serve as inclusive spaces where community members gather for various activities, such as book clubs, workshops, lectures, and community meetings. These gatherings foster connections, friendships, and a sense of belonging among people of all ages and backgrounds.

In the digital age, libraries bridge the digital divide by providing free access to computers, Wi-Fi, and technology resources. They offer digital literacy programs and support for individuals developing digital skills, ensuring everyone has equal access to information and opportunities.

Many libraries provide resources and workshops to support entrepreneurship and small business development. They offer access to business databases, market research tools, and networking opportunities, helping entrepreneurs thrive and contribute to our local economy.

Libraries promote community health and wellness through programs and resources on topics such as nutrition, mindfulness, and mental health. They serve as partners in promoting well-being and resilience within our community.

Our libraries are champions of environmental awareness, offering programs on sustainability, gardening, recycling, and climate change. They educate and empower community members to make informed decisions that contribute to a sustainable future.

Libraries advocate for intellectual freedom, privacy rights, and access to information. They engage community members in civic activities, such as forums on social issues, and partnerships with local organizations to address community needs.

As we recognize the vital role of libraries in [insert your town / library service], we invite residents to explore and celebrate these invaluable community facilities. Whether you're wanting to learn your story or share with others, seeking knowledge, cultural enrichment, social connection, or support, our libraries are here to serve you.

For more information about upcoming library events and programs, please visit [Library Website] or contact [Library Contact Information].

****End of Release****

[Insert your town / library] Library is open [insert days and times]
Contact: [insert name]

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