

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 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.

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August Theme: Life Long Learning

Relevant Dates (June)

- Donate Life Week - 28 July – 4 August
- Library and Information Week – 31 July – 6 August
- National Aboriginal & Torres Strait Islander Children's Day – 4 August
- International Day of the World's Indigenous People – 9 August
- International Youth Day – 12 August
- National Science Week – 14-22 August
- Children's Book Week – 17-23 August
- World Humanitarian Day – 19 August
- National Family History Month

Campaign

Campaign Period

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

Identified market need/want

- Broad demographic who may not be aware of the resources and services available for lifelong learning at the library whether formal or informal.
- Specific emphasis on individuals not connected to formal educational institution (ie school, university) for whom public library is their primary information resource.
- 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 lifelong learning.
- 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.

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Objective 1

Raise awareness of libraries' place in the lifelong learning continuum.

Desired outcome

- Heightened role of libraries in lifelong learning activities
- Each library can ascertain if there is an increase in the various resources and services they offer. This can include (but is not limited to) partnerships with other providers; visits by groups; use of relevant programs, resources and services.

Objective 2

- Raise awareness of libraries' role in providing training, programs and learning

Desired outcomes

- Increase in number of people attending training
- Increase in number of people attending library programming
- Increase in use of a broad range of library resources.
- Each library can ascertain if there is an increase in the various resources they offer.

Objective 3

Raise awareness of libraries' electronic services and resources

Desired outcomes

- Increase in use of eResources
- Increase in use of online services

Libraries Transform 'Because' Statements

- Because books help us to learn for a lifetime
- Because Libraries are a learning hub
- Because knowledge is power
- Because libraries 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 libraries hold the key to the past, present and future.
- Because transformation is essential to the communities we serve

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- Because access equals opportunity
- Because librarians believe everyone counts
- Because Every school needs a library
- Because Discovery is always on the menu
- Because Libraries support all stages of the learning journey
- Because everyone need a place to discover challenging ideas
- Because Fake news has real consequences

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.
- Partner with your community information services to develop easy to use fact sheets regarding what is available for seniors within your community – produce large print versions.
- You may want to consider a special children's activity as this theme coincides with Book Week.
- You may want to consider a Seniors' Morning Tea" and arrange for some of your housebound clients to be transported in to join you. Have a display featuring all the great resources available.
- Don't forget your housebound clients – include information about newer resources and services that are available to them and include it as a handout in their next delivery or send it as a mail out (everyone loves to get mail!) – for example they may be housebound but does your web presence afford them opportunities?

If you use volunteer couriers to deliver to housebound clients consider involving them in an awareness session about what's available so they can pass the message on.

- You may want to consider a "Seniors' Morning Tea" and arrange for some of your housebound clients to be transported in to join you. Have a display featuring all the great resources available.
- 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!
- Plan a program of activities that demonstrate how the library meets the needs of each group of your community from reading to your child sessions through to planning for retirement.

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- Use this as a month to liaise with other educational institutions. Offer tours of your library to their staff so they know what's available, or offer to speak to one of their staff meetings.
- Use the newsletters from schools, Community College etc to get your message out.

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

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Draft Media Release

You are never too old to learn something new at {insert library name} Library.

In a dynamic effort to foster continuous personal and professional development, local libraries are excited to present a range of lifelong learning programs. These initiatives are designed to cater to the diverse learning needs of the community, providing opportunities for growth and enrichment for individuals of all ages.

Some of the initiatives include:

- Workshops and Seminars covering a wide range of topics such as digital literacy, financial planning, health and wellness, creative arts, and more.
- Online Learning Platforms where you can access various e-learning resources, including databases, e-books, audiobooks, and online courses from prestigious institutions.
- Language Learning Programs providing language courses to help individuals learn new languages or improve their proficiency in existing ones.
- Technology Training with hands-on training sessions on the latest technology trends and tools, including computer basics, coding, and digital media, and
- A range of community engagement events that are held regularly to encourage community interaction, collaboration, and the sharing of knowledge and skills.

Library Manager, [Name] said: "Our libraries are committed to supporting lifelong learning. These programs are designed to help individuals of all ages and backgrounds to continue learning and growing."

Mayor, [Name] stated that "Libraries have always been pillars of our community. With these programs we are taking a significant step towards creating an environment where learning never stops."

Community members are encouraged to visit their local libraries to learn more about these programs and take advantage of the vast range of resources available.

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]

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