

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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September Theme: Sustain (SDGs)

Relevant Dates (September)

- Early Childhood Educators Day – 1 September
- Indigenous Literacy Day – 1 September
- International Day of Charity – 5 September
- National Threatened Species Day – 7 September
- History Week – 7-15 September
- International Literacy Day – 8 September
- RU OK? Day – 10 September
- International Day of Democracy – 15 September
- International Day of Peace – 21 September
- World Gratitude Day – 25 September
- Heritage Day – 25 September
- Environmental Awareness Month - September

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.
- Those undertaking formal or informal education on the environment
- 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 resources in various formats held within the library including audiobooks, eResources, magazines, reference resources, online databases, 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

- Ensure inclusive and equitable education to promote lifelong learning

Desired outcomes

- Increase in number of people attending programs
- Provide digital inclusion within the library
- Provide opportunity for formal and informal professional development and lifelong learning
- Support staff to attend professional development opportunities

Objective 3

Raise awareness of literacy opportunities within the library

Desired outcomes

- Increase in use of eResources
- Increase in use of online services
- Increase in attendance at accessible early learning program and adult literacy programs including English language and conversation classes

Libraries Transform 'Because' Statements

- Because books help us to learn for a lifetime
- Because Libraries help the environment
- Because Libraries are built to sustain
- Because libraries welcome anyone from anywhere
- Because Literacy is important
- Because libraries make the world a better place
- Because libraries allow you to unplug and recharge
- Because libraries mean you can take an interest in gardening at 3.00am
- Because libraries can help to save the planet
- Because libraries help you to reuse, reduce, repair, recycle, refurbish and refinish

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- Because in a library you can buy less and choose well
- Because transformation is essential to the communities we serve

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 recycling within your communities.
- You may want to consider a special children's activity as this theme coincides with a sustainable theme.
- You may want to consider a Seniors' Morning Tea focusing on the environment, recycling, etc, and arrange for some of your housebound clients to be transported in to join you. Have a display featuring all the great resources available and information available from within Council.
- 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.
- 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. **Please note there are two (2) this month, each with a different focus.**

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Acknowledgement

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



Further information regarding the UN SDG's can be found at: <https://sdgs.un.org/goals> and <https://alia.org.au/Web/Web/Advocacy/Sustainable%20Development%20Goals.aspx>



Draft Media Release

[Insert Library Name] Champions Sustainable Development Goals Through Library Initiatives

Date: [Insert Date]

Contact: [Name, Position]

Phone: [Phone Number]

Email: [Email Address]

[Your Library Name] is proud to announce its commitment to advancing the United Nations' Sustainable Development Goals (SDGs) through innovative library initiatives. Recognising the pivotal role that libraries play in fostering education, equality, and community well-being, [Your library's name] is aligning its services and programs with the 2030 Agenda for Sustainable Development.

Libraries have always been centres of knowledge, learning, and community engagement. By integrating the SDGs into our operations, we are enhancing our impact on the community and contributing to global efforts to build a more sustainable, equitable, and just world. Our initiatives focus on the following key areas:

1. Quality Education (SDG 4): Providing access to educational resources, literacy programs, and lifelong learning opportunities for all community members, regardless of age or background.
2. Gender Equality (SDG 5): Promoting gender equality through programs that empower all members of our community, and by ensuring our library is a safe, inclusive space for all.
3. Reduced Inequalities (SDG 10): Providing resources and support to marginalized groups, ensuring that everyone has equal access to information and opportunities.
4. Climate Action (SDG 13): Implementing eco-friendly practices within our libraries, such as reducing energy consumption, promoting recycling, and raising awareness about climate change through educational programs.
5. Partnerships for the Goals (SDG 17): Collaborating with local organisations and our council to amplify the impact of our efforts and contribute to the achievement of the SDGs.

As part of our commitment, [Your library's Name] will be launching a series of events, workshops, and community outreach programs designed to educate the public about the SDGs and how they can contribute to these global goals. These programs will be tailored to meet the

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specific needs of our community, with a focus on inclusivity, accessibility, and sustainability.

“We believe that libraries are more than just places to borrow books; they are vital community hubs that can drive positive change,” said [Your Spokesperson’s Name, Title]. “By aligning our work with the Sustainable Development Goals, we are reaffirming our commitment to making a tangible difference in the lives of our community members and contributing to a better future for all.”

[Your library’s Name] invites everyone to participate in our upcoming events and take advantage of the resources available at our libraries. Together, we can make significant strides toward achieving the SDGs and creating a brighter future for generations to come.

[Your library] is dedicated to providing access to information, education, and community resources. Our libraries serve as inclusive spaces for learning, collaboration, and innovation, with a mission to empower individuals and strengthen communities.

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]

For further media information, contact:

[Insert media contact and phone number]



Draft Media Release

[Insert Library Name]] Launches New Sustainable Programs to Promote Environmental Awareness and Action

[Your Library's Name] is excited to announce the launch of a series of innovative sustainable programs designed to promote environmental awareness and action within the community. As part of our ongoing commitment to sustainability, these programs aim to educate, inspire, and empower individuals to adopt eco-friendly practices and contribute to a healthier planet.

In today's world, libraries are more than just repositories of knowledge; they are dynamic community centers that can drive significant social and environmental change. [Your Library's Name] is taking an active role in fostering a culture of sustainability through the following new initiatives:

Please note - adapt this to your library activities, these are ideas and thoughts.

1. Green Reading Spaces: We are transforming select areas of our libraries into eco-friendly reading spaces. These areas will feature sustainable furniture, energy-efficient lighting, and plants to create a relaxing environment that highlights the importance of green living.
2. Eco-Workshops and Classes: Starting this [season/month], we will be hosting a series of workshops and classes focused on sustainability topics such as recycling, composting, energy conservation, and sustainable gardening. These sessions are designed to provide practical knowledge and skills that community members can apply in their daily lives.
3. Sustainable Collections: Our library is curating a special collection of books, e-books, and multimedia resources on environmental issues, climate change, and sustainable living. This collection aims to provide our patrons with the information they need to make informed decisions and take action.
4. Community Seed Library: In an effort to promote local food production and biodiversity, we are launching a Community Seed Library. Patrons can borrow seeds to plant in their own gardens and are encouraged to return seeds from their harvest to help sustain the program.
5. Plastic-Free Initiatives: We are committed to reducing single-use plastics in our libraries. As

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part of this effort, we will be introducing plastic-free events and encouraging the use of reusable items among staff and patrons.

6. Environmental Speaker Series: Throughout the year, we will be hosting a series of talks by environmental experts, activists, and authors who will share insights on critical environmental issues and the steps we can all take to make a difference.

“Libraries are at the heart of our communities, and we believe they can play a crucial role in fostering sustainability,” said [Your Spokesperson’s Name, Title]. “Our new sustainable programs are designed to educate, engage, and empower our patrons to be more environmentally conscious and to take action in their own lives.”

[Your Library’s Name] invites all community members to participate in these exciting new programs and to join us in our efforts to create a more sustainable future.

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]

For further media information, contact:

[Insert media contact and phone number]