



Library Board of Victoria
Statewide Public Library Development Projects
Review of the Writers on the Road Project
Final Report

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Executive Summary

The Review was carried out between October and December 2003 by *Murray Consulting and Training (MCT)* in association with *Arts and Recreation Training Victoria (ARTV)*. The required task was to assess the relevance and performance of the *Writers on the Road (WOTR)* program as it has been delivered to Victorian public libraries since March 2001, and to make recommendations for its future through to 2006/07. WOTR takes Australian writers for all age groups on tour to public libraries throughout Victoria to participate in literary events.

The methodology focussed on collection of qualitative data through focus groups and interviews, which was complemented by an analysis of the evaluation forms collected from writers, attendees and host libraries at WOTR events. A service and financial analysis of the WOTR program was conducted, as well as a literature review and scoping exercise which aimed to identify any similar programs either within Australia or overseas. The consultants also attended four WOTR events that took place during the period of the Review.

No program was found that was directly comparable to WOTR, although there are a range of literary programs and events delivered through public libraries in both Australia and overseas. The analysis of WOTR evaluation forms found that WOTR was very highly valued by people who attended the events. Focus groups conducted with the public library network initiated comment that WOTR was highly valued, especially in the rural and disadvantaged areas of Victoria, it was perceived to be an excellent program that provided excellent value for money, and reinforced the role of libraries in the promotion of literacy and reading. Consultation with a range of other stakeholders also supported the focus group findings, and in addition indicated the program was essential and should continue with triennial funding from government sources, although corporate sponsorship was not entirely unacceptable. It was also recognised that WOTR had an important role to play in the support of emerging writers and providing authors with opportunities to engage with their readers. Authors consulted had some suggestions for improvements to the program but were unanimous in their support and enthusiasm for the program.

The Review found that WOTR contributed to the role of the library in community strengthening. It is clear that WOTR enhances the image of libraries in the community and provides programs that are greatly needed in some communities. The SLV provided a high level of support to WOTR through various Divisions and Units. The Review has consistently found that there is a great need to better promote and market the program throughout the community outside the boundaries of the library. It is recognised that public libraries are aware of their main market segments and cannot easily attract different audiences, but in some cases WOTR events are not even being promoted effectively to known markets.

It is recommended that WOTR should continue, supported by triennial funding, and priority be given to its delivery to library services in rural and disadvantaged areas of Victoria. The existing model works well but needs some refinement, especially in the areas of marketing, promotion and content, and in terms of commitment and ownership from public libraries. The WOTR Project Officer should be based in the Public Libraries Unit of the SLV. It is recommended that the administration of the Statewide Public Library Development Projects are re-examined by the Advisory Committee on Public Libraries and the Public Libraries Unit in the course of the development and implementation of the State Library/Public Libraries Framework for Collaborative Action.

1. Introduction

The Review was carried out between October and December 2003 by *Murray Consulting and Training (MCT)* in association with *Arts and Recreation Training Victoria (ARTV)*. *MCT* is a library and information management consultancy based in Victoria. *ARTV* is an industry training advisory body for the arts and recreation industries in Victoria. The project leaders were Dr. Janet Murray (Director, Murray Consulting & Training) and Cindy Tschernitz (CEO, ARTV), who were supported by other personnel from both organisations.

The Consultants would like to acknowledge the assistance and support provided by the staff of the Public Library Unit and the Public Programs Division of the State Library of Victoria (SLV) in conducting this Review. The contribution provided by the Writers on the Road Project Advisory Committee, the Victorian public library network and all the people who were interviewed during the course of the Review is also appreciated and acknowledged.

2. Requirements of the Review

The required task was to assess the relevance and performance of the *Writers on the Road (WOTR)* program as it has been delivered to Victorian public libraries since March 2001, and to make recommendations for its future through to 2006/07. The outcome of the Review will be a report addressing the project objectives as listed below, including a recommendation of a best service model for the program for 2004-07.

Project Objectives

- Evaluate WOTR as it has been delivered since March 2001, particularly but not entirely from the viewpoint of public libraries, including:
 - The extent to which it has met its stated aims
 - The extent to which it supports the State Government's key priorities of 'community strengthening' and 'joined-up services'
 - The benefits of the program overall and any disappointing aspects
 - The current split between programming for adults and programming for young people
 - The emphasis on literary, as opposed to purely popular programming
 - The effectiveness and importance of programming in metropolitan, fringe and rural areas
 - The level of support and management provided by the State Library of Victoria (SLV)
 - The cost effectiveness of the program by comparison to similar programs
- Clearly define the relevance and benefits of the program to the Library Board of Victoria (LBV) and the SLV, and their attitude toward continuation of the program beyond 2003/04.
- Ascertain Victorian public library network attitude toward continuation of the program beyond 2003/04.
- Ascertain Victorian public library network attitude toward continued funding of the program via the Statewide Public Library Development Project funding.
- Identify, cost and make recommendations on alternative models for delivering literary programming in public libraries on a statewide basis.
- Identify and make recommendations on alternative funding sources and possible partnerships (if any) for a touring program of this type.

The report and other outcomes of the Review will provide the Victorian public library network and the Library Board of Victoria with:

- a clear sense of the value of *Writers on the Road* to both parties and to the Victorian community
- an understanding of whether the Library Board of Victoria and the Victorian public library network want to continue with the program beyond 2003/04
- advice on how the program advances, or could advance, the State Government priorities of 'community strengthening' and 'joined-up' services
- a recommended model for delivery of the program over the next three years, and a way of presenting the program, that will enable funding to be sought from other sources/programs, in the event that funding is not available from the Statewide Public Library Development Projects
- an inventory of possible alternative funding sources for the program across all State Government departments, and elsewhere.

3. Background to the WOTR Program¹

WOTR takes Australian writers for all age groups on tour to public libraries throughout Victoria to participate in literary events. From the first tour in March 2001 to the end of June 2003 over 20,000 participants attended approximately 650 events held over 200 days. All 42 of Victoria's public library services have been involved.

The program grew out of enthusiasm amongst public library staff for developing a literary statewide program following a presentation at the Perth Public Libraries Conference of successful models of literary programming in US public libraries. At the same time, the Victorian Premier's Literary Awards, which is managed by the State Library of Victoria, was looking for ways to extend its reach by showcasing and promoting award-winning Australian writers in areas outside Melbourne. A partnership approach was agreed. Many of the writers featured in WOTR have been recipients of Premier's Literary Awards.

Funding for WOTR comes from the Library Board of Victoria's fund for Statewide Public Library Development Projects. This, in turn, comes from Arts Victoria. WOTR was first funded in 2000/01. Funding for this year, 2003/04, is \$130,000, including the Project Officer's full-time salary plus on-costs and an allocation for the program review. The Project Officer is based in the Public Programs Division of the State Library of Victoria. This Division manages several literary programs including the Victorian Premier's Literary Awards and the Australian Centre for Youth Literature.

In 2001 WOTR received a Victorian Government Arts Portfolio Leadership Award in the category of Leadership in Public Programs.

4. Methodology

The methodology focussed on collection of qualitative data through focus groups and interviews, which was complemented by an analysis of the evaluation forms collected from writers, attendees and host libraries at WOTR events. A service and financial analysis of the WOTR program was conducted, as well as a literature review and scoping exercise which aimed to identify any similar programs either within Australia

¹ Information in this section is adapted from the Review Brief

or overseas. The consultants also attended four WOTR events that took place during the period of the Review.

It was a requirement of the Review that all Victorian public library services were provide with an opportunity for input. Three focus groups for public library staff were run at Kerang, Cranbourne and at the SLV. Focus group sessions were guided by twelve questions developed by the consultants. Any public library services that were unable to send a representative were contacted and either a consultant conducted a telephone interview with a library service representative, or the library sent a response to the focus group questions.

Interviews were conducted, either in person or by telephone with a range of stakeholders identified by the consultants, the Public Libraries Unit of the SLV and the Project Advisory Committee. These included members of the Library Board of Victoria, the Advisory Committee on Public Libraries, the Statewide Projects Steering Committee, key staff at the SLV, authors, booksellers and other organisations with an interest in literary events.

5. Literature Review

An extensive literature review has been conducted. Online databases such as *LISA* and *ERIC* have been interrogated as have selected library and literature websites. A program comparable to WOTR was not found. There are programs such as *Novello* and *One Book, One Vancouver* that are similar in focus; however they are run for one locality or library service. There are programs that promote children's authors, such as *Nestle Write around Australia*, *Children's Book Council Touring Authors* and *Penguin Author Auctions*. Both *Nestle Write around Australia*² and *Penguin Author Auctions*³ involve authors visiting public libraries. In the former, authors visit libraries to run workshops for children taking part in the story writing competition that is the main focus of the program. Public libraries have to submit an expression of interest to be involved in the Penguin program. The successful libraries host one author for one day. There are twelve events a year, one each month. The Children's Book Council of Australia provides an *Authors & Illustrators Visits Database* which enables a range of ways to find an author to visit a library and also provides details of author booking agencies. The site provides advice on how to host an author visit.

Genimaree Panozzo from Moreland City Libraries in Melbourne, won the Margery C. Ramsay Award 2000, which enabled her to undertake a study tour of the United Kingdom to look at Reader Development Programs in the National Year of Reading and National Reading Campaign⁴. Her report contains detailed information on small programs that could be used by a library service but also describes other programs, especially children's, which could be used in a state or county. Examples are the *Reading Festivals for Children* in Birmingham or the Leeds *United Book Challenge*, both of which she feels may be imported to suit Victorian conditions. Whilst there are many children's programs that could be compared with WOTR, Genimaree's did not find any programs that were comparable to WOTR for adults. Genimaree's comments reinforce the findings that there is nothing like WOTR as none of the programs identified have the breadth and scope of WOTR do not cover Adults authors and all public libraries.

² Interview with Graham Dudley, Department for Victorian Communities

³ Interview with Bronwyn Owen, Penguin Australia

⁴ Panozzo, Genimaree "United Kingdom Public Libraries Study Tour Report: Reader Development Program: The National Year of Reading and The National Reading Campaign." 2000.

Another program that is innovative and has some elements that could be used in WOTR is the *World Book Day* online festival. The festival could be used as an alternative delivery model or an adjunct to how WOTR is delivered. It is concentrated on one day and the boundaries are limitless.

The World Book Day Online Festival brings readers and writers together in a day-long programme of events. In addition to Terry Pratchett's live web cast, there are live web chats and films for readers, both adults and children. The films show writers sharing their own reading passions, as well as reading from their work in a variety of settings, including their own homes. Through the web chats, readers can share their own reading experiences, thoughts and opinions with their favourite writers and fellow book lovers www.worldbookdayfestival.com/aboutfestival/index.html

The issue with this program is that it still does not take authors to the people especially where it is needed the most, i.e. regional, rural and disadvantaged areas. Also having an online program may not be the best approach to reach the areas that need it the most.

In many stakeholder interviews the Writers Train program was mentioned as a model to be examined. The Writers' Trains were a phenomenon of the early 1990s and were run by the National Book Council in Queensland and Victoria. The National Book Council has been dissolved and no one else has taken the lead in developing or maintaining a Writers Train. The Writers Train had a commonality with WOTR in that it took a group of authors out to country Victoria to participate in literary events. The program was viewed as successful at the time and is fondly remembered by those involved. This type of touring may no longer be appropriate due to the expense involved. The mystique surrounding train travel has also dissipated over the past decade.

Also becoming increasingly popular and in vogue are reading programs, the most notable being the UK's *Reading Agency*, which has been set up in conjunction with the Chartered Institute of Library and Information Professionals (CILIP), the Arts Council and SE Arts and works with public libraries in focussing on the promotion of reading. Whilst all of these are of interest and can be looked at for partnership models, from the literature review it can be ascertained that there are no other programs that are run centrally across a state and multiple library services and that can be used for promoting libraries, literacy, reading and writing. Most are concerned with an aspect of the WOTR program or are linked with a specific event (i.e. a specific festival).

The program that is the leader in this area and can be used as a benchmark is *Novello*, which is run by the Public Library of Charlotte and Mecklenburg County. The program, whilst run as a festival encompasses many of the values of WOTR and is also run by a public library. For this reason it was appropriate to examine it in more detail and see whether there are any lessons to be learnt from it that could be applied to WOTR.

Novello-Festival of Reading

The award winning *Novello Festival of Reading* has been held each October since 1991 by the Public Library of Charlotte and Mecklenburg County (PLCMC) in the USA. Charlotte and Mecklenburg County has a population of 746,427 and covers an area of 562 square miles. The library service has twenty service points. The festival

is a celebration of books and reading, including presentations by best selling authors and other activities related to reading. *Novello* was the idea of Rolfe Neill, publisher of the *Charlotte Observer*, and Robert Cannon, Director of the PLCMC. It combines the best elements of a festival such as contests and games for children and outdoor booths and events for adults, to celebrate reading. Cannon was intrigued by the idea as he saw tremendous potential, not simply for on-site activities, but for outreach into schools and other venues where the public could meet authors and hear them read their work. Neill believed such an event could develop into something much more than a traditional bookfair.

*Novello*⁵ is run by the PLCMC as a gift to the community. It has sponsors as the library does not have the resources to fund the entire festival. The sponsors enable many of the events to be free or where there is a charge it is as low as possible. Sponsors come from a range of organisations and are not limited to the literary, library or book world. Major sponsors are: TIAA CREF, the *Charlotte Observer*, the Bank of America, Wendy's and CMS. Minor sponsors are: the Clariant Corporation, the Pepsi Cola Bottling Company of Charlotte, the Hearst Corporation, Sonitrol and the U. S. Trust of North Carolina. Book signing sponsors include: The Book Mark, Borders Books and Music, Newsstand International, Park Road Books, Dynasty Books, Bedford Falls Books, Black Forest Books & Toys and Barnes & Noble.

The total cost of running the program is approximately US\$300,000; the cost to the library is approximately US\$150,000 with the other \$150,000 coming from sponsorship and ticket sales. *Novello* does not have any full-time staff. However for about two months (total time, but not consecutive hours) three existing staff work on *Novello*. The goal is not necessarily to make money but to break even, which is hardly ever done. The library tries to avoid paying the "retail" rate for authors and is usually able to negotiate a lower fee for not-for-profit organisations like libraries.

The audience numbers vary. 2003 was very successful: all the paid events sold out, most at a 600-theatre capacity. Additionally there were a couple of sold-out events in the library auditorium, which seats 150 people. All free writing workshops, which are held at libraries that hold about 60 people, were full. A John Grisham event sold out at a capacity of 2,100. All *Novello* author events have a charge attached for general seating at US\$15/ticket. The Grisham event had reserved seating at US\$35, US\$25 and US\$15.

Where appropriate the literature review was followed up by phone or email interviews. A list of sources can be found in *Appendix 1*.

6. Analysis of WOTR Evaluation Forms

Six hundred and thirty-five forms, collected between January and June 2003, have been analysed. Evaluation forms used prior to this time are not consistent in their design, which made it difficult to make any further analysis or comparisons within the data. However the results so far show a pattern that is unlikely to differ retrospectively. The results are summarised in *Appendix 2*. The number of forms received in the various categories of feedback is shown in *Table 1* below:

⁵ Interview with Rita M. Rouse, Programming & Communications Director, Public Library of Charlotte & Mecklenburg County

Table 1 Number of WOTR evaluation forms received Jan – June 2003

Type of Feedback	Number of Responses
Adult Tours – Adult Attendees	500
Youth Tours – Adult Attendees	67
Youth Tours – Teacher Feedback	34
Adult/Youth Tours – Public Library Feedback	21
Adult/Youth Tours – Author Feedback	13
Total number of feedback forms	635

As is evident from the data presented in Appendix 2, all feedback is very positive. For example, from the combined responses to adult and youth tours, it can be seen that in every category the highest rating is excellent, and 72% of the respondents considered that the length of the sessions was just right. Thirty-five percent of respondents found out about the WOTR event through their local library, and 20% through the local newspaper. The next most common sources were word of mouth, CAE Bookgroups or through schools. Radio only alerted 2% of respondents to the event.

The highest group of respondents were over 60 years old (30%) and the next highest was the 51-60 age group (21%). It should be noted that respondents did not include school age attendees who were not invited to complete evaluation forms. Accompanying teachers of school groups were asked to comment on the students' appreciation of the event. Some Youth events were scheduled in the early evening or after school and did attract some adult attendees, who did complete evaluation forms. Again from the combined responses from Adult and Youth Tours, 41% preferred to attend library events in the evening, 28% in the afternoon and 18% in the morning.

From the analysis of Adult Tours separately, events rated very highly with an overall rating of excellent by 62% of respondents and very good by 32%. The length of the event was rated as just right by 72% but 20% said it was too short. The local library and newspapers were cited as the most useful in awareness making by over 50% of respondents. The majority of attendees were in the over 50 age group with only 14% aged under 30. The majority of respondents (36%) cited evenings as the preferred time of the events.

From analysis of Youth tours separately, ratings from Adult respondents were again predominately in the "excellent" category, and 70% of respondents thought the length of the event was just right. School was the most common information source about the event (32%) followed by word of mouth (20%), and the local library (18%). Eighty percent of adult attendees at Youth Tours would prefer events that were held in the evening. Teacher feedback from Youth Tours followed the same pattern of an "excellent" rating for most variables and 88% thinking that the length of the event was just right.

Generally positive feedback was also received from participating public libraries, particularly in relation to project management and selection of authors. Several libraries requested more advance notice on who the authors would be. In this regard it was suggested by several libraries that it would be good to have copies of the author's books available for purchase and signing by the authors. Several suggestions were made for a more professional approach to marketing of the events. Many smaller country libraries commented that WOTR enabled them to provide a service they could not otherwise afford.

Only thirteen authors completed evaluation forms. These appreciated the opportunity WOTR events provide to interact with audiences. All spoke highly of the management by the Project Officer and were generally impressed with the helpfulness of the librarians. Four authors found the venues to be noisy and too “public”. Two authors also suggested that an additional half hour could be allowed for set up time and requested additional travel time.

7. Service Analysis

7.1 WOTR Performance against Program Aims

The stated aims of WOTR are to:

- Extend access to the arts to all Victorians, in line with State Government policy, and develop the audience and market for Australian literature, by touring writers to communities located in parts of the State, outside Melbourne, where few literary events take place.
- Raise the profile of the Victorian Premier’s Literary Awards, and other literary awards, beyond Melbourne and beyond the presentation events, by featuring awards shortlisted writers.
- Assist public libraries to:
 - Meet their objectives of active engagement with their communities and promotion of books and reading, by involving them as event hosts and using them as venues.
 - Further develop skills of their staff in literary programming, and encourage a culture of literary programming, by working throughout the year, with the ‘expert’ WOTR Project Officer, on delivery of the program at the local level.
 - Raise their profile as active, innovative cultural institutions in the wider community through extensive promotion of the WOTR program.

The findings of the Review indicate that WOTR clearly meets the first two objectives. The program has successfully delivered literary events through every library service in Victoria, and most particularly has delivered events in rural and regional areas where there are not a great number of cultural events. The participation in WOTR of shortlisted authors for the Victorian Premier’s Literary Awards effectively extends the life of the awards beyond the presentation event across the whole ensuing year.

WOTR has also succeeded in involving public libraries in promoting books and reading through presenting literary events in libraries that have attracted the community into the library to engage with authors. To date the program has made progress with assisting public libraries with the promotion and management of literary events, but as discussed further in the Recommendations of this Review, more work is needed in this area. As further ownership of WOTR events by public libraries is achieved through more professional development opportunities for public library staff, this will contribute to the enhancement of libraries’ profiles within the community, as reflected in the final program aim.

7.2 Service Analysis against Statewide Project Goals

As stated in the *Annual Report State Library of Victoria 2001-02*⁶ the Statewide Project Goals are:

- To increase the capability of the public library network to deliver services;

⁶ Library Board of Victoria. Annual Report. State Library of Victoria 2001-02. Melbourne: State Library of Victoria, 2002.

- To increase the interaction/partnership between the State Library and the wider library and information sector;
- To increase community involvement in online, library and information resources and programs.

(p.21)

The findings of the Review clearly demonstrate that WOTR meets these goals by providing a program that extends the services libraries are able to offer to the community (free of charge, thus improving equity of access to literary events), and through very close links and partnership with the SLV. The latter is achieved through the work of the Project Officer and through additional support from the Public Programs Division, the Marketing and Communications Division, and the Experimedia Unit within the Technical Services Division. The strong media coverage achieved by the program has enhanced the standing of public libraries in the community.

7.3 Financial Analysis

WOTR expenditure for the 2002-2003 financial year has been matched with the attendance statistics for the same period. Taking account of the full cost of running the program, the average cost per attendee to provide the program is \$13. For individual events that are very well attended, this figure can be as low as \$3, but highly attended events are almost exclusively in the Youth Tours. It is not possible to accurately compare the cost per attendee for the Adult and Youth programs, as the costs for promotion and salary of the Project Officer are not apportioned to the two types of tour. However, using only the costs directly associated with the authors (fees, accommodation & meals, travel costs), and not including salary and oncosts for the Project Officer, it is noted that the cost per attendee for the Adult tours is \$13.16 compared to \$4.00 for the Youth tours.

The consultants were provided with some financial data for the *Writers In Focus* program, which is run by the SLV. These figures indicate that the average cost per attendee is approximately \$12.50. However, these costs cannot be compared directly to WOTR costs, as the component costs of each program are not consistent.

The projected WOTR budget for the 2003-2004 financial year is shown in the Table below, broken down into component costs. The final column in the table below shows a suggested break-up of the budget for the future. This has been recommended as the Review has shown the value of the youth program and the need for the Project Officer to accompany some Youth authors on tours as they do with the adult authors. If public libraries take up more responsibility for marketing and promotion of WOTR events as recommended elsewhere in this report, the Project Officer may have time released for other activities.

Table 2 Budget Breakdown

Budget item	Costs	2003 – 2004 Projected Budget	Recommended Future Budget allocation
Adult Tours Author Costs	\$31,800	24%	30%
Youth Tours Author Costs	\$13,200	10%	20%
Communication	\$20,000	15%	15%
Salary	\$47,350	36%	35%
Expenses Interstate Writers	\$2650	2%	0%
Review	\$15,000	11%	0%
TOTAL	\$130,000		

8. Focus Groups with the Public Library Network

Focus groups were held in three locations: Kerang, Cranbourne and the SLV. All were well attended and only six public library services were unable to send a representative to a focus group meeting. Input from these libraries was acquired through either written submissions or telephone interviews, and in some cases both of these were completed. The focus group sessions were structured around twelve questions that focussed on the objectives of the Review. The questions appear in Appendix 3 which provides a summary of feedback from the focus groups.

The feedback received showed that WOTR was clearly valued as a community event and had a promotional role for libraries, and could attract new library users. It provided professional development for library staff and opportunities for local writing groups and book groups. In general the program met the needs of different segments of the community, depending on the authors presented, and on the time of day that the event took place.

Public libraries had a mixed reaction to the notion of paying for the program. Some of the wealthier library services resource other literary events and only regard WOTR as an adjunct to these programs. Others stated categorically that they could not afford to stage literary events if they were not provided through the Statewide Projects. Some were prepared to pay but in some cases would offset this by charging for entry. There were two dominant views regarding charging for entry to WOTR events. One was that an entrance fee would discourage attendance, even if only a gold coin donation. The other was that by charging a fee people commit to attending, and also value the program more.

Both Adult and Youth programs were strongly supported, but should remain separate. Youth programs are very successful and enable libraries that do not have an extensive children's program to offer something to schools. Many thought that WOTR events were duplicated in the community by school programs, bookshop events and literary festivals, but others commented that no other literary or cultural events were available in their communities.

Well known authors were obviously more popular, but there was much discussion around the value of less well attended events that still have value because there was more opportunity for author – audience interaction. There were mixed views about poetry events, some reporting that they were successful and others that they were not. Many commented on the varying skills of authors in public speaking and it was generally felt that Youth program authors were the most experienced in public speaking and able to interact well with audiences. It was felt that the program did currently offer “popular” and “literary” authors and that this mix should continue. The general message from all focus groups was that WOTR is highly valued, and an essential program for Victorian public libraries, especially in rural and regional Victoria.

There was little reaction to the possible linkage to the *Libraries Building Communities Initiative*. The link was to be seen the same as that for any other public library program.

There was some feedback about like programs in other parts of Australia or overseas and these were investigated as part of the Literature Review and Scoping Exercise.

A popular suggestion for funding alternatives was sponsorship by publishers and booksellers. Commercial sponsorship was acceptable as long as it was with organisations that had the “right” associations. Links to the @your library campaign were often mentioned and there was support for continued funding through the Statewide Public Library Development Projects.

The reaction to the suggestion that the program might not continue to run was mixed. This related to the individual capacity of individual library services. For many country libraries there would not be the resources available to provide a similar program.

In addition to the questions put to the focus groups, there was considerable feedback about the promotion of the program. There was some concern that WOTR was promoted as a SLV program rather than a public library program. It was felt that authors could be paired in more creative ways, and possibly local authors could be paired with a visiting author. People also questioned why the Project Officer accompanied Adults authors but not Youth authors. Some believed that if Youth authors could travel without the accompaniment of the project officers, some of the Adults authors could do the same.

Similar issues and opinions came up at all three focus group sessions. The main differences between comments from country as opposed to metropolitan library services were related to different library service funding level and the availability of literary events elsewhere in the community.

9. Stakeholder Consultation

As stated in Section 4 above, personal or telephone interviews were conducted with a total of 38 people. A list of those interviewed is provided in Appendix 4, and a summary of comments received is provided in Appendix 5.

9.1 Interviews with Major Stakeholders

Major stakeholders included members of the LBV, especially those who serve on the Writers and Readers Committee of the Board, the Statewide Projects Steering Committee, the Advisory Committee on Public Libraries, the WOTR Project Advisory Committee and senior personnel within the SLV. The data collected included some common viewpoints:

- WOTR is an excellent program that provides the best value for money of all the Statewide projects;
- Essential that it continues;
- It is an integral part of the library’s profile within the community;
- The focus of the program should be on public libraries in rural, regional and disadvantaged areas of Victoria;
- The program is important in terms of promoting literature and reading – it delivers the message that libraries are still about books and the promotion of reading;
- It should be funded long term i.e. for three year cycles;
- Ideally it should be funded from government sources however corporate sponsorship is not out of the question;
- Both popular and literary authors should be represented although the tie in with the Premiers Literary Award means that is it more literary;
- Public Library staff need entrepreneurial skills to promote and market the program;

- Libraries should charge an admission fee that would add value to WOTR events in the eyes of the community.

9.2 Interviews with other Stakeholders

Other stakeholders interviewed include booksellers, other groups who hold literary events, as well as organisations with an association or interest in WOTR, such as CAE Bookgroups and the Literary Editor of the Age. These are listed in Appendix 4. The Australian Publishers Association and the Australian Booksellers Association were also contacted, but stated they had no knowledge of WOTR or comments to make about the focus of the Review, but suggested the consultants contacted individual bookshops.

Apart from concurring with many of the points highlighted in Section 9.1 above, these stakeholders also made the following common points:

- When booksellers attend WOTR events to sell books, it is a form of sponsorship, because they rarely make enough profit to even cover staff costs;
- Authors do need to be accompanied by the Project Officer on tours, and although costly, it is essential;
- WOTR presents a great opportunity for emerging authors;
- Individually gratifying for writers and beneficial to their creative processes as it is both stimulating/rewarding;
- Enables authors to become known in areas outside of the metropolitan area, where their main market is;
- People will not pay more than a minimal cost to attend such events, if anything at all;
- There needs to be a consistent approach to WOTR events management across all library services.

9.3 Interviews with Authors

The MCT consultant working on this aspect of the Review was already acquainted with several of the Youth authors who had participated in WOTR, so it was agreed that she should contact these in particular. At the first meeting of the consultancy team and the Project Advisory Committee, there was discussion of which adult authors should be contacted. The Project Officer then approached these authors and the consultants then contacted those willing to participate.

In total, five adults authors and three youth authors have been interviewed. In general the authors find WOTR a terrifically positive experience, and feel it is a 'worthwhile and fabulous program'. They enjoy going out to the country to meet people and see places they have not previously visited: 'The chance to meet interested readers in regional communities and feel you're enriching their lives a little'.

There have been some negative comments about the standard of accommodation and venues but positive comments about libraries and library staff. Authors have been very impressed with the work of the Project Officer.

Some authors commented that tours were sometimes a little rushed. 'We seem to do whistlestop tours rather than spend longer periods in one place or give longer talks, which may be frustrating for the locals and can feel rushed for the writers, especially

if you visit three towns in one day and spend only an hour in each place.’ Most wanted to go to areas where larger audiences could be guaranteed, and for this reason favoured events that had school involvement. It was felt that the program could be better promoted and sold to a broader audience. Authors wanted booksellers to be involved in events and more time allocated to the selling and signing of books.

One youth author felt it would be better to tour with another author to share the load and increase the value. There were some comments that authors were not always well matched. One author with a large body of work was matched with an author with only one book, which was frustrating.

The most telling comment is that all authors interviewed wanted to participate again!

10. Summary of the Findings

10.1 Links to the State Government’s Key Priorities in Community Strengthening and Joined Up Services

It is clear that WOTR enhances the image of libraries in the community and provides programs that are sorely needed in some communities. In terms of the State Government’s current focus on ‘across government’ initiatives, WOTR provides links between local government and State Government as represented by the SLV and Arts Victoria. The Public Library Network felt that there were linkages to the current *Libraries Building Communities Project* funded through the Statewide Public Library Development Projects.

WOTR’s capacity to contribute to the building of social capital is clearly demonstrated by the program’s stated specific objectives from the *2003/2004 Project Proposal*⁷:

WOTR is ultimately about community empowerment and strengthening. Based on the premise that literate, informed individuals who engage with the world of ideas will be empowered, it aims to nurture these attributes in communities by actively promoting both reading and the use of public libraries. The program’s specific objectives are:

- Promotion of public libraries as active, innovative cultural institutions
- Promotion of contemporary Australian literature and writers and building audiences for their work
- Encouragement of young people to engage with reading, writing and their public libraries
- Increased access to the arts, particularly in regional, rural and urban fringe Victoria
- Consolidation of the links between the public library network and the State Library of Victoria
- Assistance to public libraries to further develop skill in and a culture of programming that promotes books and reading

(p.3)

WOTR makes a contribution to the following community building activities identified by the *Libraries Building Communities Project*⁸:

⁷ Statewide Public Library Development Projects *Writers on the Road Project Proposal 2003/2004*.

⁸ New Focus Research Pty. Ltd. *Libraries Building Communities: Project Information Guide*. June 2003

- Providing social contacts
- Developing links across community organisations

WOTR also contributes to the following impact areas identified by the *Libraries Building Communities Project*:

- Library as place
- Culture/arts
- Personal development
- Social cohesion/inclusion
- Imagination/creativity

In addition WOTR adds value to the following measures of library contributions to social capital identified by Bundy⁹:

- Children's and young adult services
- Student support services
- Reading groups/book clubs
- Community support programs

The measures developed by the *Libraries Building Communities* project should reflect the role of libraries in promoting reading and literacy hence making the connections.

10.2 Level of Support and Management provided by the SLV

The WOTR Project Officer is based in the Public Programs Division of the SLV (under a Service Level Agreement with the Public Libraries Unit) and reports to the Events Manager. The WOTR Project Officer does on occasion provide support for other events within Public Programs.

In addition to the Public Libraries Unit, three Divisions/Units within the SLV provide significant support to WOTR. The Public Programs Division supports the WOTR Project officer through provision of day to day supervision, and access to expertise in events management and literary programming. This Division manages the SLV's literary programs, including the *Victorian Premier's Literary Awards*, *Writers in Focus* and the *Australian Centre for Youth Literature*, thus there is some dovetailing of activities and "sharing" of writers. The Marketing and Communications Division supports WOTR in the area of promotion. It created the graphic image for WOTR and produces the flyers, posters and newspaper advertisements for each tour. The Experimedia Unit, with the Technical Services Division, established the WOTR website and provides website support. It is estimated that the combined value of this support from the SLV is close to \$20,000 per annum, in addition to the support provided by the Public Libraries Unit. Without this in-kind support it is unlikely that the professional and consistent presentation and packaging of the program, which is one of its key strengths, could have been achieved within the specific budget for the program.

Although WOTR is supported by the three Divisions /Units named above, overall responsibility for WOTR, including budget and project management, rests with the Public Libraries Unit, and the WOTR Project Officer also reports to the Development Programs Coordinator in the Public Libraries Unit of the SLV. This double reporting provision has proved to be a source of difficulty to the WOTR Project Officers. All

⁹ Bundy, Alan. 'Changing lives: making the difference; the 21st Century public library' APLIS 16 (1) 2003 p. 38-49.

other Project Officers associated with the Statewide Public Library Development Projects are positioned in the Public Library Unit. The current positioning of the WOTR Project Officer does facilitate access to the events management expertise of the Public Programs Division, and its links with the literary community. However, within the Public Library Unit there is a depth of knowledge about public libraries and also constant information exchange with public libraries that would benefit the work of the Project Officer. Recent changes in the internal structure of the SLV included the creation of the Public Libraries Unit as part of VICNET in July 2003. The unit has a key strategic aim to strengthen the working relationship between the public library network and the Library Board of Victoria, and the WOTR program contributes to this aim.

10.3 Program Content, Timing and Venues

Both Adult and Youth WOTR programs are valued and libraries and major stakeholders want both to continue. Youth programs are more appropriate for areas where libraries do not have the resources to offer an extensive children's and young adult program and/or where schools do not have the resources to fund their own author visits. As more authors are writing for both adult and youth audiences, in some instances writing books that appeal to both audiences, this could affect programming in the future.

Some concern from both authors and libraries was expressed about venues. Some libraries do not have an appropriate space for events and so WOTR events are held in a cordoned off section of the library. This has good and bad features: the library is seen to be doing something interesting if the event is in full view but noise and interruptions from other parts of the library can be disturbing. From observations of WOTR events, the ability to deal with speaking in this type of venue obviously varies from author to author. If venues are held outside of the library the event may lose its library "branding". On the other hand some events that have involved a lunch or dinner and have been held at other venues have been very successful and have retained the library ownership.

The analysis of WOTR evaluation forms showed that WOTR events were currently predominantly attended by people aged over 50, and that the majority of respondents would prefer evening events. Thus it would appear that there is a need to consider programming that delivers more events in the evenings when non-retired people could attend.

10.4 Viewpoint of the Public Library Network

The Public Library Network is keen that the program should continue, and perceive the most obvious source of funding to be continued support through the Statewide Public Library Development Projects. There is an understanding that WOTR is needed most in country and fringe areas where few literary and cultural events are run, and it is in these areas that library services are generally less well funded.

In summary, the feedback from public libraries indicates that WOTR:

- is highly valued especially in rural, regional and disadvantaged areas;
- is an excellent program that provides the best value for money of all the Statewide projects;
- contributes to libraries' profile in the community;
- reinforces libraries' role in literacy and the promotion of reading;

- charging for entry to WOTR events was that it would deter people from attending, although it was agreed that a fee does bring a commitment to attend an event.

One of the most positive outcomes of WOTR is the amount of publicity generated for public libraries. This included articles and features in both local and state newspapers. Some of the authors who enjoyed the program also spontaneously wrote about the program in feature articles for the press.

10.5 Marketing and Promotion

One of the objectives of WOTR was to provide public library staff with the opportunity to learn how to manage events. This has not been fully achieved. The Review has consistently found that there is a great need to better promote and market the program throughout the community outside of the boundaries of the library. It is recognised that public libraries are aware of their main market segments and cannot easily attract different audiences, but in some cases WOTR events are not even being promoted effectively to known markets. The main findings are:

- It is seen as a State Library program rather than a public libraries program;
- Individual libraries need to take ownership of the marketing and promotion and not rely on the Project Officer to do this;
- Many of the library staff who are involved in the WOTR events do not realise that it is public library funded and therefore a public library program and consequently do not think it is their responsibility to promote it;
- Librarians need to develop more entrepreneurial skills;
- Libraries need to be given sufficient notice of the WOTR program so that they can plan promotion of events one month in advance;
- The promotional material should be used outside of the libraries as well as within;
- A more interactive and sophisticated website needs to be developed to allow bookings to be made and feedback to be provided through the website, and to include photographs of recent WOTR events.

10.6 Program Cost

The service audit showed that the average cost per attendee at a WOTR event over the 2002 - 2003 financial year was \$13. Most stakeholders consider this to be an acceptable cost. However if the marketing and promotion of the program was improved and more people attended WOTR events as a result, then even better value would be achieved.

Nevertheless, the intangible benefits of the program indicate that this is good use of the funding; the benefit of the amount of positive publicity in the media, which is an outcome of the program, is of immense value to public libraries. For example, between January and September 2003, there were 55 media reports on WOTR collected by Media Monitors. Twenty-eight tours ran during this period. This media coverage has been valued by the SLV Media Analysis Reports at \$38,568. It should be noted that these figures include only media coverage that mentions the SLV¹⁰. There would be other reporting in which only the host public libraries were mentioned.

¹⁰ State Library of Victoria Media Analysis Reports by Media Measures

10.7 Funding

As well as interviewing stakeholders and the Victorian public library network about funding, advice about possible funding sources has been sought from the Australia Council, Regional Arts Victoria, Arts Victoria, and the Arts Industry Council.

Triennial funding should be sought so that the program can be planned and administered effectively. Continued funding through Statewide Public Library Development Projects has received support from some members of the public library network and some major stakeholders.

Another strong push is to retain government funding, whether that be from the State Library's budget or other agencies. Preliminary investigation has identified the following possible funding sources: Education Department, Department of Victorian Communities (Local Government), Arts Victoria (direct funding), Department of Community Services, the Community Support Fund or going federally to the Department of Communications, Information Technology and the Arts.

Whilst there is a strong push for continued government funding, most people realise that the corporate sector will need to be approached for funding. This could be in the form of partnerships or sponsorships or specific events of the entire program. Some companies that could be approached are: Telstra, Bendigo Bank, National Australia Bank, McDonalds and Kmart (Coles Myer).

Direct corporate sponsorship could be sought that could potentially provide the program with resources such as a car, beverages or food; logos could be displayed on all the material. Ideally if a car company could be brought in the car itself would be a promotional tool for both the program and the company.

Stakeholders and the public library network also suggested local bookshops, newsagents, library suppliers and publishers might be sources of additional funding. However interviews with representatives of these organisations revealed that this was unlikely to be feasible.

The Review identified some reluctance by a small number of interviewees to seek corporate sponsorship for ethical reasons. These included not accepting funding that is linked to gambling as this could give the impression that libraries condone gambling. Another perceived danger in commercial funding was that it could limit and confuse the message that WOTR is provided by libraries and it should be held in libraries. It is important that libraries own the event.

11. Recommendations

11.1 The future of WOTR

The stakeholder consultation undertaken and all other aspects of the Review show that there is extensive continuing support for WOTR. The consultants therefore recommend that it should continue to be offered to public libraries supported by triennial funding. However it was found that the program is needed most in the rural Victoria and areas that are shown to be disadvantaged by the SEIFA Index of Educational and Occupational Disadvantage¹¹. Program delivery should be concentrated on library services in these areas.

¹¹ ABS. *SEIFA Index of Educational and Occupational Disadvantage*.

The existing model works well but needs some refinement, especially in the areas of marketing, promotion and content, and in terms of commitment and ownership from public libraries. These issues are addressed in Recommendations 11.3, 11.4 and 11.5 below.

11.2 Alternative funding sources and possible future partnerships for WOTR

It is recommended that WOTR be funded through the Statewide Projects Development Grants for a further three years. Within that period, the following funding alternatives (ranked in recommended order of preference) should be investigated as a source of funding beyond 2007. The Public Libraries Unit could carry out this research or part of the WOTR funding could be set aside for a consultant to do the work. Specific funding sources are provided in Appendix 6:

Corporate sponsorship

- a) Seek ongoing funding commitment from one source for 3 years.
- b) Partnership between three or four sponsors who fund discrete parts of the program, i.e. cars, hospitality, author payment, publicity or staff costs.

Both of these models will necessitate the employment of a consultant or co-ordinator who can source this funding. Generally a consultants/brokers fee will be between 15% and 20% of the total amount required. So if \$360,000 is required for three years another \$54,000 needs to be factored in for consultant payment so that the total funds needed will be \$414,000. This fee varies according to the complexity of sponsorship required. Obtaining one sponsor for three years is less complex than multiple sponsors over three years.

Local Partnerships

Libraries should also develop partnerships at a local and regional level with organisations that would provide sponsorship and/or assistance in kind.

Grants

Philanthropic and government sourced grants may be applicable.

11.3 Future Delivery Model for WOTR

As WOTR is a public library program the WOTR Project Officer should be based in the Public Libraries Unit, as are all other Project Officers associated with the Statewide Public Library Development Projects. The WOTR Project Officer would still be able to access the events management expertise of the Public Programs Division, and its links with the literary community, but would be directly connected to the ongoing liaison with the public library network through the Public Library Unit. Also budget responsibility, project management and day to day reporting and management of WOTR would be within the one management unit.

In terms of administration of the program, there should be briefing sessions at beginning of each year for participating libraries, run at various locations throughout the State. Timing events should be planned to focus more on evenings and times that would attract younger age groups and the working population. Accompaniment of authors should be reconsidered: all authors whether Adults or Youth should be offered accompaniment by the Project Officer; the possibility of pairing of “new”

authors with one who has previously been on the program, thereby releasing the need for accompaniment; and libraries might take on a greater role in hosting and accompanying authors, thereby providing professional development for the staff member involved.

From July 2004, all participating libraries should sign a WOTR Service Level Agreement that will include a commitment for libraries to:

- submit a detailed Expression of Interest to host a WOTR program, which would include an outline of how events will be marketed and promoted in their area in order to attract a minimum audience of 20 people, and provide details of venues to be used;
- a commitment to provide support from library staff who have undertaken training in Events Management or similar;
- provide evidence of basic market research assessing potential audience demographics and interest;
- submit a report on attendance, audience engagement, authors' performance and number of books sold and other agreed criteria;
- organise the selling of books at the events by partnering with a local bookseller or newsagent;
- partner with relevant stakeholders in the community to market the event to the greatest possible audience.

11.4 Program Content

Both "Literary" and "Popular" authors should be included, but more attention needs to be paid to the pairing of authors, and the pairing of local authors with visiting authors should be considered. Authors should be selected who are of interest to the target audience, which means that libraries need to consider the type of audiences that they wish to attract to events in specific localities and times of day, especially if they aim to use WOTR events to attract new library customers. There should be a more even mix of Youth and Adults authors, as reflected in the recommended future budget allocation in Section 7.3 above.

Authors need to be better briefed about audience expectations, thus enabling them to prepare appropriate presentations. They also need to understand that being hired to for a WOTR event is a commercial transaction and as such the public and host libraries expect an author to be engaging and well prepared. In exchange libraries need to ensure a sizeable audience through good promotion and provide opportunities for authors to sell books.

Venues outside of libraries should be used when appropriate space in the host library is not available, but ownership as a library event must be maintained. Including a lunch, dinner, morning/afternoon tea as part of a WOTR event is recommended.

The links to the Victorian Premiers Literary Awards enable the continued promotion throughout the year of the Award and nominated writers, and should be maintained.

11.5 Marketing and Promotion of WOTR Events

The positive publicity achieved for WOTR through the press needs to be sustained, but through the efforts of host libraries as well as through the work of the Project Officer. Marketing and promotion of WOTR has been a hit and miss affair. Some libraries have been very successful in marketing WOTR outside of the walls of the library and others have not seen it as their responsibility to do so and subsequently

the program has not been as successful in attracting the best audience. In order to overcome this erratic approach, the following strategies are recommended:

- Promotional material be redeveloped to focus on Public Libraries rather than the SLV;
- Linkages to the @yourlibrary campaign should be considered so that there is no duplication of effort across the two programs;
- The WOTR website should be improved;
- Modules of the *Certificate IV in Events Management* should be offered to public library staff who manage WOTR events, through the Statewide Training Program, and funding should be allocated for this in the 2004/2005 Statewide Training Program budget;
- Staff should be encouraged to undertake the relevant Units of Competency in the Library and Information Services National Training Package¹².

WOTR, whilst unique in its approach has synergies with many different programs and could be delivered as part of another program or in partnership with other organisations. Some alternative and complementary ways to deliver the program are:

- Linkages into Melbourne Writers Festival or subsumed into the Festival;
- Link in or run in conjunction with local cultural events or festivals;
- Increase the children's and young adults component;
- Develop closer ties with schools and community groups to avoid duplication of events;
- Closer ties with local writing/book groups;
- Run more interactive events such as writing workshops.

11.6 Data Collection of WOTR Evaluations

As was noted in Section 6 above, the format of evaluation forms used to collect feedback about WOTR programs has not been consistent across the life of the program, nor between adult and youth events. It is recommended that a standard form be used to collect feedback from attendees at all WOTR events, whether they be Adult or Youth events.

To date, evaluation has only been sought from teachers who attend WOTR events with school groups. It is recommended that in the future school students attending events be also asked to complete an evaluation. For younger primary school students this might take the form of a group discussion led by the teacher, but it is not sufficient to use only a subjective assessment made by the teacher as has happened in the past.

Clearly a different form will continue to be used for feedback from participating authors and libraries.

11.7 Administration of the Statewide Public Library Development Grants

The Statewide Public Library Development program commenced in 1996, as a result of the Cape Schanck retreat for public library service managers. It was at this time

¹² CULLB304A Contribute to promotional programs and activities for clients, CULLB411A Provide promotion and programs and activities for clients, CUEMAR2A Undertake market research, CUEMAR3A Undertake marketing activities. (see National Training Information Service Website <http://www.ntis.gov.au/>)

that the requirement that the funding should only be used as seed funding for development projects was included by Viclink. Since then the funding has been used for a series of projects, some of which have in fact been funded long term, such as the DX Courier Service and the Statewide Training Program.

The consultants are not necessarily recommending that WOTR should be funded permanently by this funding source, but that the parameters of the funding for the whole of the Statewide Projects in general should be revisited. This recommendation is influenced by the experience of the consultants in having now reviewed two Statewide Projects in twelve months. During both Reviews it has been apparent that there are widely divergent views about how the Statewide Public Library Development Funding should be used. There is an argument that some projects are ongoing and some are for seed funding.

This could be a viable alternative if the rules regarding the administration of the Statewide Public Library Development Projects are re-examined by the Advisory Committee on Public Libraries and the Public Libraries Unit in the course of the development and implementation of the State Library/Public Libraries Framework for Collaborative Action.

Appendix 1 Sources for Literature Review

Sources consulted include:

Websites:

Children's Book Council of Australia
<http://www.pa.ash.org.au/authorvisits>
<http://www.cbc.org.au>

Novello
<http://www.novellofestival.net/>

One Book, One Vancouver
<http://www.vpl.ca/MDC/onebookonevancouver.html>

Online Databases:

LISA, ERIC, APAIS, Library Literature, Factiva, AustLit, Newstext

Libraries:

State Library of NSW
Auckland Public Library
Brisbane Public Library
Vancouver Public Library
British Library
British Council Arts
Bertelsman Stiftung <http://www.stiftung.bertelsmann.de/project.cfm?lan=en&nid=420&aid=1104>

Follow up interviews:

Graham Dudley – Public Libraries Coordinator, Local Government Division, Department of Victorian Communities
– *Nestle Write around Australia*

Ms. Patti Manolis
Manager – Library Services
Maribyrnong Library Service

Val Noake - Manager Community Programs
State Library of New South Wales– State Library of NSW – *Nestle Write around Australia*

Rita M. Rouse
Programming & Communications Director
Public Library of Charlotte & Mecklenburg County - *Novello*

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“Children link up to read” *Library and Information Update* 2 (4) April 2003 p.11.

Crisp, Tracy ‘Suddenly sexy again: libraries have books’. *Australian Bookseller and Publisher* August 2003 p.42-43.

Panozzo, Genimaree “United Kingdom Public Libraries Study Tour Report: Reader Development Program: The National Year of Reading and The National Reading Campaign.” 2000.

Veitch, Kate Real live writers – how to host a successful author visit. National Book Council, 1995.

Appendix 2 Analysis of WOTR Evaluation Forms

Combined responses for Adult and Youth Tours 2003

Five hundred and sixty seven responses were received

Variable	Excellent	Very Good	Adequate	Needs some Improvement	Needs a lot of improvement	No response
Author's style of presentation	388 (68%)	152 (27%)	12 (2%)	1	0	16 (3%)
Content of the presentation	370 (65%)	169 (30%)	12 (2%)	2	0	17 (3%)
Format of the presentation	335 (59%)	188 (34%)	22 (4%)	3	0	18 (3%)
Library based venue	290 (51%)	165 (29%)	54 (10%)	24 (4%)	0	34 (6%)
Overall rating	369 (65%)	169 (30%)	9 (2%)	2	0	18 (3%)

Q 2. Have you attended other events on this tour?		
Yes	29	5%
No	502	89%
No response	36	6%

Q3. How would you rate the length of the event?		
Too long	6	1%
Just right	406	72%
Too short	120	21%
No response	35	6%

Q4. Which information source was the most influential in making you aware of this event?		
Newspaper	115	20%
Radio	12	2%
School	60	11%
Local Library	196	35%
Word of Mouth	59	10%
Website	6	1%
Bookshop	4	1%
CAE Bookgroup	38	7%
Poster	12	2%
Other	45	8%
No response	20	3%

Q5. What is your age group?		
Under 18	41	7%
18 – 20	12	2%
21 – 30	29	5%
31 – 40	66	12%
41 – 50	103	18%
51 – 60	120	21%
Over 60	169	30%
No response	27	5%

Q6. What times would you like to attend library events?		
Morning	101	18%
Afternoon	156	28%

Evenings	235	41%
Weekends	31	6%
No response	44	7%

Adult Tours Jan – Jun 2003

Five hundred responses were received

Variable	Excellent	Very Good	Adequate	Needs some Improvement	Needs a lot of improvement
Author's style of presentation	326 (65%)	148 (34%)	11 (2%)	1	0
Content of the presentation	313 (63%)	159 (32%)	12 (2%)	2	0
Format of the presentation	281 (56%)	175 (35%)	22 (4%)	3	0
Library based venue	245 (49%)	151 (30%)	49 (10%)	21 (4%)	0
Overall rating	309 (62%)	162 (32%)	9 (2%)	2	0

Q 2. Have you attended other events on this tour?		
Yes	27	5%
No	437	87%
No response	36	8%

Q3. How would you rate the length of the event?		
Too long	6	1%
Just right	359	72%
Too short	100	20%

Q4. Which information source was the most influential in making you aware of this event?		
Newspaper	105	21%
Radio	10	2%
School	39	8%
Local Library	184	37%
Word of Mouth	45	9%
Website	5	1%
Bookshop	4	1%
CAE Bookgroup	38	8%
Poster	12	2%
Other	38	8%

Q5. What is your age group?		
Under 18	36	7%
18 – 20	11	2%
21 – 30	23	5%
31 – 40	56	11%
41 – 50	93	19%
51 – 60	105	21%
Over 60	159	32%

Q6. What times would you like to attend library events?		
Morning	98	20%
Afternoon	146	29%
Evenings	182	36%
Weekends	31	6%

Youth Tours Jan – Jun 2003 Adult Feedback

Sixty seven responses were received

Variable	Excellent	Very Good	Adequate	Needs some Improvement	Needs a lot of improvement
Author's style of presentation	62 (93%)	4 (6%)	1 (1%)	0	0
Content of the presentation	57 (85%)	10 (15%)	0	0	0
Format of the presentation	54 (81%)	13 (19%)	0	0	0
Library based venue	45 (67%)	14 (21%)	5 (8%)	3 (4%)	0
Overall rating	60 (89%)	7 (11%)	0	0	0

Q 2. Have you attended other events on this tour?		
Yes	2	3%
No	65	97%

Q3. How would you rate the length of the event?		
Too long	0	
Just right	47	70%
Too short	20	30%

Q4. Which information source was the most influential in making you aware of this event?		
Newspaper	10	15%
Radio	2	3%
School	21	32%
Local Library	12	18%
Word of Mouth	14	20%
Website	1	1%
Other	7	11%

Q5. What is your age group?		
Under 18	5	7%
18 – 20	1	1%
21 – 30	6	9%
31 – 40	10	15%
41 – 50	20	30%
51 – 60	15	24%
Over 60	10	14%

Q6. What times would you like to attend library events?		
Morning	3	5%
Afternoon	10	14%
Evenings	53	80%
Weekends	1	1%

Youth Tours 2003 Teacher Feedback

Thirty four responses were received

Variable	Excellent	Very Good	Adequate	Needs some Improvement	Needs a lot of improvement
Helpfulness of contact at host library	29 (84%)	5 (26)%	0	0	0
Host library's communication	29 (83%)	5 (27)%	0	0	0
Content of the session	25 (73%)	8 (25)%	1 (2%)	0	0
Author's style of presentation	25 (72%)	9 (28%)	0	0	0
Venue	23 (68%)	7 (19)%	3 (10%)	1 (3%)	0
Scheduling of session	25 (73%)	9 (27%)	0	0	0
Overall assessment	25 (73%)	9 (27%)	0	0	0
Overall Student's rating	23 (68%)	11 (32%)	0	0	0

Q3. How would you rate the length of the event?		
Too long	0	0
Just right	30	88%
Too short	4	12%

Public Library Feedback Jan – Jun 2003

Twenty one responses were received.

Variable	Excellent	Very good	Adequate	Needs some improvement	Needs a lot of improvement
State Library's consultation	7	10	4	0	0
Information Kit	9	11	1	0	0
Organisation of the tour	8	10	3	0	0
Format of the session	10	10	1	0	0
Overall rating	11	10		0	0

Author Feedback Jan – Jun 2003

Thirteen responses were received.

Variable	Excellent	Very good	Adequate	Needs some improvement	Needs a lot of improvement
Information Kit	8	5	0	0	0
Library based venue	2	7	3	1	0
Organisation by State Library Project Officer	9	4	0	0	0
Organisation by host library	7	6	0	0	0
Helpfulness by host library	9	4	0	0	0
State Library's communication	9	4	0	0	0
Overall rating of tour	5	8	0	0	0

Appendix 3 Summary of Focus Group Feedback

Note The figure in the right hand column indicates the number of times a particular point was mentioned in the focus group sessions or from subsequent follow up to public libraries.

1. What is the value of the program?	
Opportunity for country communities	5
Free	23
Wide variety of authors available	3
Opportunity for new authors	3
Broadens horizons for community e.g. children	6
Stimulates community e.g. discussion, cultural exchange	4
Quality of promotional materials	2
Reinforces value of libraries to State and local governments	
General promotional value for libraries	8
Subliminal promotion of libraries to community	3
Benefits writers' groups and book groups e.g. meet authors, publishers, find out how to get published	
Opportunity to liaise with other like-minded groups e.g. schools, School Library Association of Victoria	3
Professional development for library staff	2
Encourages new patrons	6
New ideas	
Value for money	
Would not have the resources to run a like event independently	
2. Is the program meeting all or only one or two segments of the community?	
Popular authors appeal to wide audience	2
Attracted one community but not another in library region	2
Depends on author and/or target audience e.g. adult authors for adult groups	
Depends on scheduling e.g. daytime for adults, especially women; evening – more men	
3. Would public libraries be prepared to pay for the program?	
To some extent but would pass cost on to users	3
Yes but would then expect more say	4
Yes but would have to fit into budget	4
Yes – but liked being able to offer program “lock, stock and barrel”	2
Yes – no hidden costs	
Yes as long as program not comprised by financial constraints	
Yes but would need successful attendance	
No – couldn't afford to do it	2
4. Would it be acceptable to charge an entry fee for Writers on the Road events?	
Depends on what is available e.g. workshop	2
Yes – increases value to people	2
Yes – people commit better	2
May not be possible of library policy	
May set a precedent for revenue raising or cost recovery	2
Would expect to reduce numbers because people don't like to pay	2
Would not want to charge but think people would pay	
5. What comments do you have about adult v. youth programs	
Maintain both	2
Can add value e.g. wine and cheese, and charge more for adults therefore need to keep each programme separate	
Youth groups most successful	4

Children's program worked well with schools and beneficial to schools	6
Augments children's services	2
Events compete with each other for audiences	
Youth program very successful and attracted new audience	2
Junior authors more accustomed to public speaking than adult authors	3
Only had adult program because run own children's/young adult program	
One session for junior authors; two for adult authors and therefore better value	2
Adult session an overwhelming success	2
VCE author very popular with students	
More adult groups	3
Needs to be two separate programs	
6. Are Writers on the Road events duplicated anywhere else in your communities?	
Regional areas keen to have activity in the community	
Creates competition with other community programmes e.g. if author is not popular	2
Yes e.g. school programs, bookshops, Adult Literary Festival, libraries, publishers	12
Yes but in conjunction with library rather than competition	2
Yes but expensive	2
7. Which authors did you think were the most successful and popular?	
Regional areas have had positive experiences with lesser known authors	
Audience numbers not important because of value of program	4
Smaller groups sometimes more successful because of capacity for interaction	3
Well known authors more popular	4
Poetry writing events successful	
Poetry event not successful	
Authors who speak, communicate and adapt well	6
All authors popular with some participants	2
Depends on promotion	3
Depends on selection of author	3
8. Should the programming be more popular as opposed to literary?	
Lesser known authors require work to promote	
Benefits to promoting lesser known authors	
Non-English speaking or bilingual authors could be more valid in multicultural communities	
Depends on market	
Depends on author	2
Go popular if you want numbers	
Go literary if you want to "improve" people	
Male authors important as role models for boys and reading	2
Popular because people know the author	2
9. Do you think that Writers on the Road has any links to the Libraries Building Communities initiative?	
YES	
No more or less than other programs used by libraries	
Can help with publicity	
Not really they are a separate entity	
10. Are you aware of any similar programs either in Australia or overseas?	
Writers' Train	2
Publisher's program to promote authors	3
Nestle Write Around Australia Program	2
Penguin Author Auctions - but no support offered of WOTR	5
Original program in US	
NSW/WA	
11. Have you any ideas about alternative funding sources for the program?	
Bookshops – bookselling, profit sharing v. never sell any books	9

Publishers - profit sharing, book purchasing v. publishers won't support	7
Libraries contribute	3
Local community groups – using their funding and encouraging diversity	2
Community Building Programs	
Statewide Projects	4
@your library campaign	
Cut back on adult expenses	
Project Officer not needed fulltime	
Sponsorship e.g. The Age, Bendigo Bank	4
Private industry as long as it has the right associations	
12. What would be your reaction if we told you that the program was no longer going to run because of lack of funding?	
Sad/disappointed	4
Continue on in metropolitan areas; cease in regional areas	5
Seek alternative funding	
Continue	4
Continue for children; cease for adults because more difficult to organise	
Continue for adults because great resource	
Libraries could cooperate to provide own program	3
Too much work and expense for library staff to continue	5
Would depend on library funding	
Dependent on numbers attending if library funding	
Concern for State Government's sense of community	
Already costs library money and staff time	1
Could be run by local council Arts & Cultural officers but may leave library out	
Libraries would have difficulty achieving same standards as WOTR	
Libraries would need to promote themselves competitively	2
Community will lose, libraries won't	
Already run similar program with local writers, would continue to do so	2
Difficult to end such a program	2

Other Feedback	
Suggestions:	
<ul style="list-style-type: none"> needs more promotion as a program e.g. email patrons include writers' groups and Friends of the Library for extra promotion run twice a year instead of all at once adult sessions to include activity e.g. writers' workshop provide authors of study texts for students pair authors e.g. a popular author with a more literary author, quieter speaker with outgoing speaker, for interaction v. one at a time use WOTR program to attract new audiences to library use local authors v. bad local authors provide more background information about authors provide network for libraries to compare information about authors include authors of non-fiction, poetry crossover authors for both adults and children use a venue other library e.g. pub but need to link with library Run a WOTR Youth program on the Drysdale Queenscliff steam train 	4 4 11 2 2 7
Negative:	
<ul style="list-style-type: none"> unattractive flyers difficult to get children to come because of costs libraries need more help from SLV e.g. promotion concern that it promoted SLV rather than library can request both but may only get one not enough feedback about program e.g. what other libraries are doing 	2 2 5

<ul style="list-style-type: none"> • timelines difficult to manage 	2
<ul style="list-style-type: none"> • program time affects numbers e.g. Friday evening not good for adults, clashes with other events for similar audience 	3
<ul style="list-style-type: none"> • pressure from WOTR organiser to get numbers • adult authors difficult to promote • author at end of tour “tired” • junior authors come alone but adult authors come with SLV – why? • Bad pairing of authors difficult to manage • Needs better promotion, and earlier, from the SLV. Posters 2 weeks before is not early enough, need them at least a month ahead 	2
<ul style="list-style-type: none"> • Space constraints in some libraries. 	

Appendix 4 Stakeholder Interviews

Major Stakeholders		
Dr. Vicki Williamson	Chair, Advisory Committee on Public Libraries	
Anne Marie Schwirtlich	CEO and State Librarian, SLV	
Hilary McPhee	Readers and Writers Committee, Library Board of Victoria	
Patricia O'Donnell	Readers and Writers Committee, Library Board of Victoria	
Shane Maloney	Readers and Writers Committee, Library Board of Victoria	
Rod Fyffe	Mayor of Bendigo, MAV representative, Advisory Committee on Public Libraries Member, Statewide Projects Steering Committee	
Barbara Horn	CEO, Yarra Melbourne Regional Library Corporation, VicLink Representative, Advisory Committee on Public Libraries	
Lynne Makin	CEO, Upper Murray RLC, Viclink President Advisory Committee on Public Libraries	
Graham Dudley	Public Libraries Coordinator, Local Government Victoria, Department for Victorian Communities Member, Statewide Projects Steering Committee	
Elisabeth Jackson	Manager, Moonee Valley Library Service Viclink representative, Statewide Projects Steering Committee	
Marian Chivers	Warrnambool Branch Librarian, Corangamite RLC Member, Writers on the Road Advisory Committee	
Patricia Smyth	Manager Library and Customer Services, City of Kingston Convenor, Writers on the Road Advisory Committee	
Michelle Wallace (first WOTR Project Officer)	Corporate Programs Manager, Whitehorse Manningham RLC Member, Writers on the Road Advisory Committee	
Michael Bertie	Director, Information Management, SLV	
Shane Carmody	Director, Collections & Services, SLV	
Giovanna D'Abaco	Events Manager, SLV	
Brendan Fitzgerald	Public Library Unit Manager, SLV	
Andrew Hiskens	Manager, Public Programs, SLV	
Debra Rosenfeldt	Development Programs Coordinator, SLV	
Kirsty Wilson	WOTR Project Officer, SLV	
Agnes Nieuwenhuizen	Australian Centre for Youth Literature, SLV	
Other Stakeholders		
Clare Hargreaves	Senior Policy Adviser, Social Policy, Municipal Association of Victoria	
Miranda Brash-Brennan	WOTR Project Officer Feb 2002 – Mar 2003	
Anne Stokes & Sam Gates	CAE Book Groups	
Joel Becker	Victorian Writers Centre	
Kevin Brennan	Executive Director, Arts Industry Council	
Pierre Sutcliffe	Readings Events Coordinator	
Jason Steger	Age Literary Editor	
Kaye Keck	Dromkeen	
Karen LeRossignol	CP Publishing/TAFE Writers Group	
Bin Dixon-Ward	Manager, Creative Communities, Regional Arts Victoria.	
Bronwyn Owen	Penguin Group (Australia)	
Authors		
Rosalie Ham	Shane Maloney (see above)	Gabrielle Wang
Archie Fusillo	Andrew Rule	David Metzenthien
Andrea Goldsmith	Garry Disher	

Appendix 5 Summary of Stakeholder Interviews

The value of WOTR

Valuable in the country for libraries and communities; City libraries need support for LOTE which most country libraries don't need;

Dual value is great to both the communities the authors visit and the authors themselves;

Lesser known authors are able to use it as a training ground for larger events;

Opportunity for authors to interact with readers of their books;

Has a much higher value in regional areas whose communities do not have as many cultural opportunities;

Extends the Premier's Literary Awards beyond the one night of the dinner - extends them across the year;

The link to the Premier's Literary Awards is very important; politicians need to be reminded about WOTR;

About literacy and its promotion – fits with public libraries;

Gets the State Library of Victoria to move out of Melbourne and that through this program it can reach a wider audience to deliver to public libraries;

Makes sure that SLV stays relevant especially in regional & rural regions;

This shows that there are synergies between the State libraries and public libraries in Victoria.

It is a niche program that may encourage people to read more, to visit libraries more often or to meet authors - it is worthwhile;

Immense in rural and regional areas. Where the program brings communities together and it is about shifting a community's way to look at things. Important that things go to the rural areas;

Encourage reading and readers and encourage people who are on the cusp of not reading especially children, i.e. instead of watching more TV or playing video games this encourages children and adults to read.

Could be better if it was on a more regular basis – even every 2 years which could be better promoted and then could be tied into festivals and it becomes part of the social calendar;

WOTR should go to every year to country library services, every second year to metropolitan library services and "fringe" regional library corporations;

Important that SLV works with and supports public libraries;

Giving children (adults to a lesser extent) exposure to authors, excite them and generates love of reading;

Author visits are valuable in providing something extra for patrons and increases the profile of the library in a way that supports our main role of providing reading materials.

Sections of the community who attend WOTR

Targeted and marginal, may have outlived it's life;

There is a tendency for only one or two segments of the community to participate in the program and they tend also to be repeat visitors. This is partly due to a need for increased/more diverse publicity and marketing for the program by the libraries prior to the event – eg getting an article in the local newspaper, putting posters up in places other than the library;

Lack of publicity outside the library means that people who already use the library are attending events rather than people who could be introduced to it;

Some authors presented really well, some were really flying by the seat of their pants, not prepared well. Some authors suited different regions better, really have to match authors to areas and demographics;

WOTR attracts particular segments of the community – especially people interested in writing and reading – this is OK, because you want enthusiastic participants;

Participants are people who are library users, into books, support program who know the author. Is marketed within the library only so it is seen as a library program. It is not meeting other segments of the community;

Across the board;

Meeting creative face to face is to really important to members of the community;

Events for school age kids are hugely successful. Adult writers picks up those who are interested in reading and writing and book groups etc...

An area where there is not as much reach as there could be and where the program could be hugely advantageous is in the area of Adult literacy. It needs a bit of work doing to it – but it could be the kick start that these people need who are just finding the delights of reading;

The program should be run less in the metro area more in regional & rural Victoria as an outreach program for SLV library. Deliberate focus on kids;

Children's programs would reach all of that community as school visits form the basis of the audience. Adult activities appeal mainly to the middle class, literate, Anglo-Saxon community.

Possibility of public libraries paying a fee for WOTR

Suggested that perhaps if libraries had to pay for the program that more effort would be put into marketing and promotion;

Already pay for other authors and would put additional money in if required. Just not to the extent that it is done now. Some smaller libraries may not be able to do that or may choose not to do that;

Potentially over time – they should be willing to pay directly as Statewide Project money be focussed on kick starting a project;

Ideally should be a free service – available for all people. Should stay as funded exercise – the areas that need it the most such as Horsham & Mildura, other regional and rural areas are the ones with no money;

Public libraries should pay but in this case they would want more say in who the authors are.

Would it be acceptable to charge an entry fee for WOTR events?

It would be a good idea to charge – makes for a commitment, adds weight to it, helps with bookings, adds value to the program;

No;

There could be an entrance fee, especially if they included morning/afternoon tea, or wine & cheese. This money would be kept by participating library to be used for their “events” fund;

Members of the public would be prepared to pay to hear the sessions and would probably value it more if they paid. We charge \$5.50 for the author talks we organise ourselves;

Would be acceptable in some instances, but would need to give value for money, i.e. a Panel or discussion group not just charging for bums on seats. A couple of \$ for adults okay but kids not as they need to be bussed in.

Yes, depends on location \$5.00 maybe a good price. There is always the issue that people are more likely to turn up if they have paid;

Yes, \$5.00 to \$10.00 would include supper - depends within each community, market;

We run author talks at the libraries – organising the authors ourselves and charging a small fee to recoup costs. These have been increasingly successful – now that we have been having them regularly people look out for them.

Adult v. youth programmes/ Duplication of WOTR events

Mix is right, but children’s programs tend to get a bigger priority;

The Youth program is easier to run, there is a captive audience;

Attendance at Adult programs is sporadic. They tried different marketing approaches but it did not increase numbers, many libraries don’t do much promotion whereas others do – a lot of variety across libraries, usually dependent on resources;

Adult and Youth programs being managed separately is the best way to go;

Cannot see a need to further break down this into other categories such as “young adults” as it is already possible to address individual markets through a focus of the existing programs;

Children’s tours needs to be programmed more tightly- i.e. to have a Project Officer accompany Youth writers in the same way as Adult writers;

There is a greater need for promotion to make the adults program successful;

Children’s program could potentially be run by the libraries themselves, as there is already an established, reliable market through the local schools;

Adult non-family 18-35 market is untapped and could be targeted – this could be done by tying in other events such as cheese and wine nights etc that could make the event more social;

A themed approach could be used. It has been piloted this year which although a new concept has received a positive response. This is a beneficial way to structure the program because:

- It provides a more complementary way to combine well known and lesser known authors

- Provides an opportunity to tap into new markets such as local sports clubs or political groups etc

- Can be expanded by the library to become more of an event – i.e. one library had a dress up day in line with the theme

- Libraries are able to piggyback other events on to the WOTR program. This is an approach usually taken up only by libraries that have marketing teams

- There is a greater likelihood of the children’s program being replicated in other areas. For examples some schools bring authors in and larger bookshops also hold authors talks

Authors really enjoy it. The attendance of young readers is very important;

Yes there are some duplications. Literary evenings are run by local paper where they get 80+ people who pay quite a bit to attend. This maybe how this sort of program could be run. Look for someone else within the community to partner with;

Writers groups do have their own promotions, Castlemaine festival brings in local writers. There was more in the past, writers festival sent people up which was successful;

Duplication in writers workshops run by bookshops etc. Australian Centre for Youth Literature has book gigs;

Need to do these events for about 5 years or so in the regions so that the program get embedded as a community event;

We have had one youth and two adult programs and all were successful although in different ways;

Run together as it is.

Comments about authors

Writers need training in how to communicate with the audience. Found it difficult to engage;

As would be expected better known authors are more popular;

Is primarily dependent on how well the author speaks and how much of a 'performer' they are – i.e. their ability to entertain and captivate their audience;

Authors who can 'spin a tale' do well;

Male authors tend to be popular;

"Popular" authors would attract a bigger crowd but there is a solid core of people interested in the "literary" authors and I like to cater for them. The "popular" ones probably get enough exposure via TV etc.;

Adult authors have worked well. Children's authors are a bigger drawcard as they are taken out to the children, via mobile library and school groups are also brought in. They are a captive audience.

Should the programming be more popular as opposed to literary?

Should use what works, engaging the widest variety of people. Getting people through the door especially first time library users and first time readers or first time that people meet the author is essential to engaging the community and the libraries role in the community;

The program works best when popular is balanced with the literary;

There is a strong demand for popular authors from both the libraries and the public, although expectations can be unrealistic eg. Requests for Bryce Courtney etc.;

Connection to the Premier's Literary Awards – means that the program does have a strong literary foundation;

Can be everything, doesn't have to have a mission statement;

Mixture of both, keep people stimulated in reading;

Finite pool of authors in Victoria to draw from, so whoever is happy to go should be drawn upon;

More popular rather than literary...bulk of people want popular, as do children;

The key is to have a variety of writers.

Links to the Libraries Building Communities initiative

Absolutely;

This program promotes the library as a place to go;

Demonstration of the type of value a public library can bring to the community;

It reinforces the idea of the library as a community meeting place. It provides an opportunity for people with similar reading tastes to meet each other and discuss books;

See one in the future – link in with the creative writing and storytelling festival. Would like to have authors in schools during this time actually giving students a hands on perspective on creative writing. There will be other things across the state. Would have more impact if it were part of a community event.

Similar programs in Australia or overseas

Women's Writers Train – which ran in the 1990s – this was particularly successful because the mode of transport had an element of the theatrical that could be used as part of the promotion for the program;

IBBY – Writers Project should be looked at.

Alternative funding sources for the program

It should be a triennially funded program – so that it can be staffed with certainty and can increase and enhance effectiveness;
Must be funded for 3 year terms to enable effective program planning; need effort to get in kind support from councils in regions via public libraries;
Writers and Readers Committee;
Partnerships within organisations in the community. Community Support Fund, McDonald's or big corporate sponsor, Kmart – Coles Myer, not out of the philanthropic fund;
Mixed from a variety of got sources, Arts Victoria, Dept Victorian Communities, Local Government, Australia Council, Federal Research Body, Health Dept;
Local bookshops may kick in...Dymocks have been behind a few things. Would rather do one off types of people;
Local government, Dept for Victorian communities, Committees, Australia Council, Telstra - Telstra Countrywide Writers on the Road!!!! Telstra owes the bush a lot... Commercial grants, Vision Australia, May Gibbs trust, Dromkeen?
Government should pay – Arts Victoria should pay, as it is a central agency responsible. The dept thinks in terms of performance, i.e. live acts rather than ideas but this is also part of their portfolio;
Present funding is satisfactory, education dept should fund. Federal funding should also be sought as the program does help regional and rural communities. Library should not be expected to fund;
Writers love libraries (Public Lending Right) – but if WOTR was sponsored they would expect to be better paid. Although they do see participation as part of their community role;
Melbourne hosting the Commonwealth Writers Prize in May 2004. Would be an opportunity to have some Commonwealth writers go out to the regional areas, possibly accompanied by an Australian author;
Ideas for sponsorship: Nat Australia Bank; Bendigo Bank.
Corporate sponsorship that could potentially provide the program with resources such as a car or alcohol or tea, logos could be displayed on all the material. Ideally if a car company could be brought in the car itself would be a promotional tool for both the program and the company;
Tie WOTR into the Melbourne Writer's Festival – could be marketed as the regional component of the program (hence become one of the themes over that particular period);
There could be a danger in commercial funding – it could limit it and confuse the message that it is from libraries and it should be held in libraries. It is important that libraries own the event.

If funding was withdrawn...

Fine, provided that it had reached its strategic outcomes and had reached its objective;
Extremely distressed if no longer running. If SLV the only one funding;
Even well funded public libraiaies cannot afford to pay for writers of the calibre of those provided through WOTR;
In country towns maybe need to make libraries more entrepreneurial either in conjunction with local govt. Big regional should be more entrepreneurial;
WOTR was set up as an adjunct to the Premier's Literary Awards...Exclusiveness something clubby, were invited to everyone – virtual corporate box for the arts. Get people to feel special;
Would definitely make a noise with MAV and with State Govt. Would try and keep it going. Aim is that it should go out to everyone;
Disastrous - wouldn't let it happen. Philanthropic funding would be sought;
We would be very disappointed;
It has been a very successful program. Articles about it in the press have improved the profile of public libraries – giving the impression that they are places where interesting things happen;
Would be sad and would disadvantage other communities. Majority would band together to get it if they wanted it.

Marketing, Promotion, Training

Greater levels of control over promotional material so that the program has a more consistent “look”;
The SLV should not market WOTR as their program;
Development of a more defined professional development program for libraries that want to use it to train their staff in event management;
Development of a checklist of resources of what equipment etc that libraries have and how they need to conduct the session. For example how to introduce speakers, providing water, arrangement of chairs etc;
Greater regulation on how the sessions are conducted especially in relation to format of introducing speakers etc;
Needs a much more interactive website. Could have email registration for events; photos from recent tours; invitation for feedback on the website – from authors, libraries, attendees;

“Sometimes library attitudes just stank”;

Libraries need to be in charge of their own promotion and contact with the media, and should invite their local Book Clubs to events;

Training activity part of WOTR needs development - the Project Officer does most of the promotion - spends a lot of time doing media releases, working with authors and a lot of input into the local level organisation.

Program Model

The venue in which the event is held is also significant at time the library environment can be restrictive or unsuitable for holding the event;

I question whether it is cost-effective;

Tour to each regional library service once a year with either adult or youth tours, and to each metropolitan library service once every two years. This will assist with marketing of events in regional areas, and with planning the program in advance.

Appendix 6 Inventory of Funding Sources

Corporate sponsorship

- a) Seek ongoing funding commitment from one source for 3 years.

Suggested sources are: Coles Myer, Telstra, National Australia Bank, ANZ Bank, Bendigo Bank, Fairfax News, Cadbury Schweppes, Toyota, Ford, BHP Billiton, Tattersalls, the Jack and Robert Smorgon Families Foundation and the Victor Smorgon Charitable Foundation. All of these organisations have sponsorship arms.

- b) Partnership between three or four sponsors who fund discrete parts of the program, i.e. cars, hospitality, author payment, publicity or staff costs.

Some suggested partnerships for specific parts of the programs but run on a statewide basis are: Car companies such Ford or Toyota; Food companies such as Uncle Tobys, Arnotts, National Foods, Mars, Newspapers and Television such Fairfax, News, PBL, both regional and metropolitan for advertising and banners.

Local Partnerships

Municipal Association of Victoria (MAV)

Local Learning and Employment Networks (LLEN)

Local Government

ACFE (Adult Community and Further Education, who run Community Houses) Community Cultural Organisations

ESL Schools (may have to adapt the program to suit their specific needs)

Local Performing Arts Centre

Local Community Radio

Regional and local newspapers.

Grants

Philanthropic grants – a full list of trustee organisations can be found on:

Philanthropy Australia's website

<http://www.philanthropy.org.au/membership/14-memberslist.htm> and

Our Community <http://ourcommunity.com.au>.

Government grants such as: Community Support Fund or Australia Council or Victoria Grants Commission which falls within the portfolio responsibilities of the Minister for Local Government and issues grants to Victorian councils;

- For extensive federal government grants see Grants Link: <http://www.grantslink.gov.au/>