

Cultivating Supporters in the Community

State Library Victoria

Partnering for Success

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**By year 2020 we will record as much
information every 9 hours as we did from the
first records to year 2000.**

John Ellington

Melbourne Sustainability Conference 2001



What this means for librarians and libraries

Shift from a protector of information to a connector of information



What this means for librarians and libraries

Shift from an information resource to a teacher on how to research



What this means for librarians and libraries

Information becomes virtual.
The library is an access point to a virtual world of information.

The value proposition for libraries

In the world of information, the library provides:

- An access point to a virtual world
- An educator on how to research that virtual world
- A connection point to information / pleasure / leisure

Librarians are now a gate keeper of information.

The image of libraries could change from an image surrounded by books to one sitting in a shopping centre eg. Australia Post

The image of libraries changes from silence to community connectedness

- The meeting place
- Equity of access



Identifying your support base in the community

Who values what you do in the new world?

- The connector to information
- The teacher of research skills in the virtual world of information
- The access point

Those who;

- Need to learn how
- Need to access



How do you expand that base?

Those who;

- Want a community link in a virtual world
- Identify your value as a key to community connections
- Identify the human dimensions of the search for information



Victorian Government Public Policy Direction

Department of Victorian Communities

- Community capacity building
- Community strengthening



What is the role of libraries in

“exploring ideas about how local groups and organisations can work together to help build and strengthen local communities”

This is a critical success factor in securing your financial future



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