

**State Library of Victoria  
Report to VICLINK  
April 2001**

**Library Odyssey 7-9 March**

The 3 day conference was very successful. Evaluation was overwhelmingly positive. The key strategies as voted on by participants were: Social Engagement, Seamless Service, 'Moving out of the Square', Sustainable Long Term Funding, Political Perception Management, Leading the Demand, Recruitment and Training, Establishment of a Business Arm of VICLINK – 'VICLINK Inc'. The full proceedings of the library odyssey will be printed and distributed to all library services and conference participants.

**Library Policy Development**

The Strategy Shop Pty Ltd has been appointed to work on the development of a draft library policy. One of their consultants, Janet Chimonyou, attended the library odyssey on March 7-9, 2001 to listen to the proceedings and to talk with conference participants. As part of the policy development the Strategy Shop is establishing a Reference Group with representatives from relevant organisations including Viclink, CPLG, VLGA, MAV and the VLNC. The consultants will present their first issues paper on the project to the VLNC on April 3.

**Progress Reports on the Statewide Projects**

**Statewide Marketing Project**

**Advertising**

Further negotiations are underway with the State Government's media buyer for allocation of community service announcement space for public libraries.

**AustraliaSCAN**

The statewide marketing project negotiated the inclusion of several library specific questions in AustraliaSCAN, Quantum Market Research's annual cultural monitor. This opportunity will offer all Australian libraries for the first time a regular snapshot of Australian's perceptions of and their usage of public libraries. David Chalke from AustraliaSCAN presented the key findings of the research at the Library Odyssey and at the Marketing Contacts Day. A full report of the AustraliaSCAN findings will be distributed to all library services in April.

**Read and Grow Height Wall charts**

Department of Human Services will be distributing 95,000 of the librariesvictoria wall height charts through maternal and child health care centres, neighbourhood houses and community centres. Leader Newspapers have covered the story of the charts availability through public libraries in a number of their papers. Twenty libraries have taken up the offer from the statewide marketing project of localised press statements being sent to papers across the state. This campaign provides an ideal opportunity to encourage families that are not already members to join the library while they are collecting their height chart.

**Contacts Day**

Over 80 library staff attended a very successful marketing for public libraries seminar at Museum Victoria. Feedback was positive. Topics covered included AustraliaSCAN, media relations, printing know-how and tips on producing local library publications.

**Website – librariesvictoria.net**

The revamped website was launched at the Contacts Day on 22 March and will be fully operational by April 12. Two new features of the site are the ability to map the location of your nearest libraries and an email alert system detailing current events at your local library.

## **The SHOW**

Plans are underway with Information Victoria's assistance for an impressive presence for public libraries at this year's Royal Melbourne Show.

Heather Phillips, convenor Statewide Marketing Committee  
Judy Peppard, Library Network Unit Manager

## **Baby Book Bag feasibility study**

Richard Hill presented his final report to the Statewide Project Steering Committee on February 20. Concerns were expressed about the long-term financial contribution that would be required from Statewide Project funding over the next 5-8 years, if the project went ahead and the appropriateness of this source of funding for re-current expenditure.

An options paper has been prepared for the Statewide Project Steering Committee meeting on 27 March. The two options canvassed are to provide funds to seek further external funding (in addition to the in-principle agreements developed by Stanley & Milford), or alternatively to scale-back the project to target families with the lowest literacy levels and lowest propensity to be library members.

These options paper was discussed at the Statewide Children's Services committee meeting (minutes available) and the issues raised by this group will be taken to the SPSC on 27 March.

The full report is now available via the InfoNet on the Virtual Library.

## ***Writers on the Road***

[Children's & Adults' Authors' Touring streams]

The eighteen library services (including metropolitan and country) who indicated that their preference was for a children's touring program on the *Writers on the Road* Expression of Interest form, have had their requests filled and all children's tours have now been scheduled. The first two tours, to Melton and Goulburn Valley, with Krista Bell, have now occurred and received excellent feedback.

After administration costs, it was calculated that the adults program was capable of funding twelve literary tours. Of the nineteen library services that indicated a preference for an adults program, twelve fell into the priority category (for the adults program), of being regional, rural or urban fringe services.

The issue of the distribution of the funding was taken to the Statewide Project Steering Committee on 27 February. The original funding submission suggested that three or four authors tour to each library service per year, to help establish a literary culture and build audiences in each area. Given the limited funding, the Statewide Project Steering Committee recommended that this was scaled back to two tours per year, for six library services, to enable more libraries to participate than originally envisaged. Six services were selected to host the program (from the twelve mentioned above), on the basis of geographic spread across the state and on-site facilities.

The first six literary tours with authors for adults are scheduled & confirmed to take place before the end of the financial year. The second six tours to the same library services are currently being planned. A submission for extra funding was entered into Touring Victoria applications in March. If extra funding is forthcoming, six extra adults programs will become available and will enable three more of library services that expressed a preference for an adults program to participate in the program.

A program graphic design (for use on the vehicle, banners, flyers etc) is expected shortly.

Suzanne Gately, convenor, Statewide Children's Project Steering Committee  
Tonya Lewis, Project Officer, Library Network Unit

## **Statewide LOTE Project**

Statewide Minority Language Collections Questionnaires were sent to 14 library services in February 2001. The results give a clear indication of the development of the 13 Statewide Minority Language Collections in Public libraries.

Moreland City Libraries launched the Statewide Indonesian language collection Tuesday 27 March 2001. Mr Boedidojo Consul-General of the Republic of Indonesia was guest speaker along with a group of colorful Balinese dances.

Michael Byrne, Statewide Project Officer, Library Network Unit

## **Statewide Disability Project**

The Library Board of Victoria is seeking applications for the 2001 Pierre Gorman Research Award. The award will be offered to a student undertaking postgraduate research in a University department of Library and information studies in Victoria or a staff member of a library or information service, who is involved in significant developments of services for people with disabilities.

Michael Byrne, Statewide Project Officer, Library Network Unit

## **Statewide Training Project**

### **Courses in 2000**

The Statewide Training Project continued to offer quality training based on the training needs identified in late 1999 by AIMA. Demand levels are regularly monitored through formal and informal feedback, requests and waiting lists to ensure that relevant training is offered.

In March last year a Statewide Training database was attached to the on-line Calendar; the database takes on-line enrolments, waiting lists, hosts staff exchange and staff expertise databases and generates annual training statistics.

The training programs were delivered as planned, with several additional courses introduced during the year to reflect demand.

|                                  |      |
|----------------------------------|------|
| Total number of programs:        | 54   |
| Total number of unique programs: | 17   |
| Metropolitan courses:            | 21   |
| Regional courses:                | 33   |
| Number of full training days:    | 63.5 |

|                                |     |
|--------------------------------|-----|
| Total number of staff trained: | 706 |
| Librarians:                    | 390 |
| Technicians:                   | 50  |
| Officers/Admin officers:       | 218 |

### **Marketing Planning in-house workshops**

Two preferred providers – AIMA and Results Training, were selected late last year to design and deliver in house marketing planning workshops to individual libraries. To make the most out of the budget allocated for this special project, the Statewide Training Committee recommended that participating libraries should pay a fixed fee of \$500 and that whenever possible two libraries work together.

Two successful workshops have been conducted with Results Training since February. They involved pre-workshop discussions and needs analysis, full-day customised workshops and follow-up, which will monitor progress, proofreading and commenting on draft plans.

Workshops with AIMA have been delayed due to company's personnel changes and are expected to commence soon.

Seventeen workshops are planned for 2001, with at least 25 library services participating.

### **IT Training Grants**

Most library services have finalised IT training paid by the grants. Forty-three (43) libraries reported back and provided valuable evaluation and feedback.

A total of 891 staff have been trained. A huge variety of training topics were covered; most training was delivered by external trainers, while several libraries combined external and internal training or used internal trainers only. Use of internal trainers enabled library services to train more staff.

The objectives of the initiative ("to meet specific local IT training needs that would be difficult to identify and target on a statewide basis" and "to train staff at the time it is most convenient to libraries") were met *completely* (40) or *fairly well* (3). All libraries found the initiative *very useful* (42) or *moderately useful* (1). All libraries indicated that they would participate in a similar initiative in the future.

### **Calendar 2001**

The 2001 Training Program commenced in January; seven programs have been delivered to date.

More than 50 courses on 26 different subjects are planned for the calendar year.

Programs planned for this year cover topics such as Team Work, Project Management, Public Relations, Presentation Skills, Communication in Writing, etc. Popular programs, such as Library Display, Middle Management, will be repeated to accommodate waiting lists.

State Library Services will deliver four programs (two full day and two half-day) over the next few months. One of the programs, *Basic Reference Interview Skills*, has already attracted huge interest.

### **Staff visits and exchange pilot program 2000**

Seven staff from two libraries participated in the pilot program in 2000, while three libraries offered to host visits/secondments.

### **Staff specialisation and expertise database**

A small database has been set up to record specialist skills in Victorian public libraries. A number of staff provided details of their special interest and/or expertise. Information on this database is available from the Statewide Training Project Coordinator.

### **Statewide Training Committee**

Peter Carter is the new Convenor, following the resignation of Peta Humphries.

Peter Carter, convenor, Statewide Training Committee

Ana Djordjevic, Statewide Training Project Coordinator

### **VISioN**

Leneve Jamieson attended the CPLG meeting in February as part of the liaison role for the Vision service. A customer satisfaction survey was distributed to all public libraries requesting Vision services during March 2001. Results of this survey will be tabled at the Viclink meeting. A follow-up survey of those libraries which did not use Vision during this period is planned for April. Quarterly usage and turnaround time data will also be reported at the Viclink meeting. We are currently investigating whether the Vision

website would be more appropriately located with other public library information on the Virtual Library infonet.

Alison Katona, convenor, Vision steering committee  
Leneve Jamieson, Customer Services Manager, State Library of Victoria

### **Local History Digitisation Project**

Swinburne Library and Information Service have completed the local history digitisation project in March. The lead consultant for the project Derek Whitehead will present the key findings from the study at the Viclink meeting. Thanks to all libraries who participated in the survey.

Judy Peppard  
Library Network Unit Manager  
March 29, 2001