

**SUMMARY OF STATEWIDE PUBLIC LIBRARY PROPOSALS RECOMMENDED FOR FUNDING 2001/2**

<b>Working Title</b>	<b>2000/1 Project Achievements</b>	<b>Total 00/01 project expenditure (actual or est.)</b>	<b>2001/2 Key elements</b>	<b>Funds requested</b>	<b>Recommended funding 2001/02</b>
Libraries as a family place: Baby Book Bag	<ul style="list-style-type: none"> <li>feasibility study completed</li> </ul>	\$15,000	<ul style="list-style-type: none"> <li>Employment of consultant to sure-up 'in-principle' agreements and attempt to find sponsors for \$150,000 expected revenue shortfall</li> </ul>	\$150,000	<b>See below</b>
Over the Horizon – building the capacity of the public library network	N/A	N/A	<ul style="list-style-type: none"> <li>Identify additional sources of funding for public libraries</li> <li>Development of consortium purchase proposals</li> </ul>	\$30,000	<b>\$60,000 for both projects</b>
<i>Writers on the Road</i> - youth program	<ul style="list-style-type: none"> <li>Project Officer employed</li> <li>18 (one or two day author tours) confirmed to end of 2001</li> <li>90 individual sessions arranged</li> <li>One youth tour completed</li> <li>All first preference requests met.</li> </ul>	\$46,000	<ul style="list-style-type: none"> <li>19 one or two day author tours/workshops to fulfil remaining (second preference requests) from public libraries for youth programs</li> <li>emphasis on genres for older readers</li> </ul>	\$41,680	<b>\$41,680</b>
Teenage PD & marketing campaign	N/A	N/A	<ul style="list-style-type: none"> <li>Pilot project across approximately five library services, trialling improved professional development and marketing strategies for teenagers. In partnership with Australian Centre for Youth Literature</li> </ul>	\$22,675	<b>\$20,000</b>
Training	<ul style="list-style-type: none"> <li>704 staff attended SW Training in 2000</li> <li>More than 800 staff received in-house training through IT training grants between March and December 2000</li> <li>HR Guide for public libraries published and distributed to all branches</li> </ul>	\$361,507	<ul style="list-style-type: none"> <li>Up to 65 courses to be delivered</li> <li>Minimum of 700 staff to receive training</li> <li>Coordination of Gulliver training</li> <li>Second round of IT Grants to be offered</li> <li>Marketing Planning in-house training to be finalised</li> <li>Assessment and training for up to 60 mobile operators</li> <li>Project Review and evaluation</li> <li>Staff exchange and site visits to open to all interested libraries</li> </ul>	\$379,000	<b>\$369,000</b>

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	<ul style="list-style-type: none"> <li>• in 2000</li> <li>• Seven staff participated in the staff exchange and visits program in 2000</li> </ul>		<ul style="list-style-type: none"> <li>• Upgrade of the SW Training Website and database</li> </ul>		
Disability equipment training	<ul style="list-style-type: none"> <li>• Mainstreaming equipment installed in all participating libraries</li> <li>• Promotional project brief developed</li> </ul>	\$56,156 [all Disability project components]	<ul style="list-style-type: none"> <li>• Training program for staff in the use of the mainstreaming disability equipment installed in libraries</li> </ul>	\$12,000	<b>Subsumed into Training Project</b>
PC management study	N/A	N/A	<ul style="list-style-type: none"> <li>• Completion of study into current and potential management practices of publicly accessible PC resources within public libraries</li> </ul>	\$11,500	<b>\$11,500</b>
Marketing	<ul style="list-style-type: none"> <li>• Reversed recent downward trend in public library membership</li> <li>• free community service announcements (CSAs) on TV, print and radio an estimated \$500,000 value based on lifestyle campaign</li> <li>• Height chart for children and posters widely distributed through government agencies, supermarkets and commercial outlets</li> <li>• mobile library stop signage strategy funded by Local Government \$125,000 over two years. <ul style="list-style-type: none"> <li>▪ market research – AUSTRALIASCAN</li> </ul> </li> </ul>	\$253,263	<ul style="list-style-type: none"> <li>• continuation of marketing strategy including CSAs, contacts days, AustraliaSCAN, website</li> <li>• review 1300 number</li> <li>• greater emphasis on public relations with key agencies</li> <li>• presence at expos</li> <li>• distribution of promotional material via commercial and government agencies</li> <li>• monthly newsletter distributed to staff</li> <li>• development of tactics to attract greater membership of outer metro and country services</li> <li>• development of cross selling training program for staff</li> </ul>	\$274,100	<b>\$264,000</b>

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	<ul style="list-style-type: none"> <li>▪ web site redeveloped with map and email alert features</li> <li>▪ talking newspaper print advertisements</li> <li>▪ contacts day highly rated</li> </ul>				
LOTE Marketing & Promotion	N/A	\$121, 142 [LOTE total incl cat.]	<ul style="list-style-type: none"> <li>• Brochure describing LOTE services</li> <li>• Public relations campaign</li> </ul>	\$24,000	<b>Subsumed into Marketing Project</b>
<i>Writers on the Road</i> – adult	<ul style="list-style-type: none"> <li>• Project Officer employed</li> <li>• 11 of 12 literary tours to regional, rural and urban fringe library services are now confirmed, including Les Murray's tour to Frankston</li> <li>• approximately 60 individual events organised</li> <li>• Communication/media strategy developed</li> <li>• 4 sessions about WOR on Sunday Arts program on 3AK &amp; negotiations with 774 underway</li> <li>• Range of local newspaper articles</li> <li>• Website now live</li> </ul>	\$54,000	<ul style="list-style-type: none"> <li>• 12 two-day literary tours to regional, rural and urban fringe library services [covering those library services that indicated a first preference for an adult's tour and fell into the geographic high-priority zone, but were not selected for 2001]</li> </ul>	\$49,216	<b>\$50,000</b>
CAVAL Cataloguing	<ul style="list-style-type: none"> <li>• No. of participating libraries</li> <li>• No of items catalogued onto Kinetica</li> </ul>	\$77,333	<ul style="list-style-type: none"> <li>• Research effectiveness of LOTE cataloguing as a strategy to improve access to LOTE collections</li> <li>• Remainder of monies spent on continuation of LOTE cataloguing, or new strategies as devised in light of research</li> </ul>	\$80,000	<b>\$50,000</b>
VISION	<ul style="list-style-type: none"> <li>• 100% of clients rated</li> </ul>	\$135,000	<ul style="list-style-type: none"> <li>• All agreed service agreement targets to</li> </ul>	\$84,585	<b>\$84, 585</b>

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	service very good/excellent <ul style="list-style-type: none"> <li>• fully met all service agreement targets</li> </ul>		be met		
Local History Digitization	<ul style="list-style-type: none"> <li>• Feasibility study completed</li> </ul>	\$23,500	<ul style="list-style-type: none"> <li>• Pilot digitisation on Picture Australia</li> <li>• regional workshops</li> <li>• a website and online digitising manual</li> <li>• develop standards (advice)</li> </ul>	\$60,500	<b>\$50,000</b>
Social Engagement	N/A	N/a	<ul style="list-style-type: none"> <li>• Pilot local projects &amp; conference</li> </ul>	\$20,500	<b>Other funds</b>
TOTAL				<b>\$1,239,656</b>	<b>\$1,000, 765</b>