

# Public Libraries SA

## Marketing and Promotions Group Minutes Wednesday 29 August 2018 – 1.30 – 4.30pm Hub Library, Hub Drive, Aberfoyle Park

**Attendees:** Julie Bailey, Ruth Powley, Jake Morgan, Albert Bergoc, Julie Morgon, Kate Dicker, Bridget Coulter, Eran Scanlon, Belinda Vandrine, Gail Mauer, Penny Cowell.

**Apologies:** Cristina Nazar, Sarah Kipling, Christine Kennedy, Sharmayne Coso, Meegan Barrett.

1. **Secretary duties for the meeting:** - Julie Morgon
2. **Minutes of Last Meeting** - Accepted as correct
3. **PLSA Exec** - Albert
  - a. Terms of Reference for this Group were approved by PLSA Exec.  
**Action: To be placed on PLSA and One Place – Ruth**
  - b. Photo competition feedback. – Albert provided feedback to the PLSA Exec. Meeting advising that there was lots of learning from the exercise and there was encouragement to do it again. Next step is to make the images available to libraries.  
**Action: to be uploaded to One Place –Albert to enquire with PLS**
  - c. Work is being done on updating the PLSA website and Albert is working with Tracy from Holdfast Bay. The work so far has been generally accepted  
**Action: follow up work is to be provided – Ruth**

#### 4. **Marketing Group and Resources on 'One Place'**

Jon Bentick has updated our section. The group looked at the One Place presentation of the Marketing landing page.

**Action: to contact Jon to have the team contact list updated to include missing names – Julie B.**

**Action: to have agendas and minutes added – Ruth**

Sharmayne from PLS send a suggestion via Jon Bentick to the Group to consider regarding the presentation of the network Digital subscriptions to be presented together to library patrons as **Libraries SA Digital Library**. – **see attached document**.

The Group advised they were not in favour of this suggestion for the following reasons:

- From a customer's perspective it adds complexity to click on an additional link
- Libraries have different names on their own websites for the relevant resources - consistency would need to be considered.
- Many libraries have additional eResources they have on offer which could cause confusion
- Where libraries locate their eResources is determined by their website design and can differ

#### **New Libraries SA App – how going?**

- Some libraries are 'quietly' launching to get staff on board.
- Bulk supply of the mobile phone looking promotion has been sent out to libraries.

Action: to ask Jon Bentick when the pull up banners will be coming to libraries? - Julie M to ask – **Answer: They are on their way this week – delivered to PLS.**

## 5. Information sharing – Round Table

### Unley Library – Ruth

- Shared her Infographics work done to promote what each team does in the library. There is a promotions team, a collections team, Events Team, Youth and Children's Team and Reboot (digital Literacy). Questions included that were helpful in some of the information were the suburb where participants come from and how they heard about the service/activity.

### Unley Library – Jake

- Video equipment has been purchased to use for adding engaging and the 'human' side of the Library with video clips to be added to their eNewsletter. Currently doing a 'dry' run.

### City of Adelaide Library – Belinda

- Are using Infographics to develop a 'storybook' showing statistics such as loans, visits etc. as well as 'stories'. The statistics are cumulative for the financial year and they highlight something different each month. This is tied to their strategic plan via the library action plan.

### Port Adelaide /Enfield – Kate

- The new Parks Library is about to open – October 20<sup>th</sup>, 11 – 5pm open day.
- They are using stick/standard templates – library branding - for promotion of all their events – samples of these were shown to the group.

### Onkaparinga – Julie/Eran/Albert

- The Library Strategic Management Plan was approved by their elected members /Council – and projects that are now commencing are a Council webpage redesign, looking at the rebranding Library brochures etc., the development and introduction of a Digital Inclusion Strategy.

### Other discussion:

- **Use of Eventbrite versus Evanced** – Eventbrite links directly to Facebook, but does not have the calendar that is with Evanced.
- **Enterprise – how to change the look.** Both Onkaparinga and Port Adelaide/Enfield have installed a changing page presentation when the OPAC is idle - looks like a book with turning pages.
- **Belinda from Adelaide** they have marketing planning meetings where they use a toolkit which is a checklist is asking the question 'How do we promote?' with 3 priorities depending on the event. This then informs their communication and marketing plans.

**Action: to send a copy to others in the Group – Belinda.**

### - **Other opportunities to reach people**

- Unley – does a 'google alert' ; are also participating with the only Council in the Disability Expo in October
- Onkaparinga - Use the Communities for Children
- Mitcham – farm email addresses from SA Communities

## 6. Marketing Group Projects 2018 - 2019

Professional Development - Sharmayne provided details for Content Wizard Workshop by Ryan Jones on Tuesday 27<sup>th</sup> November with a description of the session presentation. Would be limited to 30 – 35 participants in the Hetzel Theatre. **Supported by the Group.**

The Group suggested that participants bring/purchase their own lunch so no cost to PLSA.

**Action: Will PLSA fund the cost of the Hetzel Theatre for the training = \$525 - Albert**

### Future training ideas:

- Infographics – could be run in-house by staff such as Ruth/Eran.
  - Copyrighting – see the last minutes from November. Suggested by Sarah from Port Adelaide/Enfield
  - Selling our libraries' - the need to be more engaging with our customers both 'on the floor' and externally, about the services and facilities we offer and what skills do we need to do this more effectively?
- Julie B pointed out that there are details of marketing related courses available from the LGO, ALIA and TAFE.

## 7. Any other business

Tomorrows Libraries Review Update – a presentation was made at the recent PLSA Quarterly about the work that is being done for the review. An email was sent out by Lynn Spurling about the presentation by Kristine Peters about the review –

Link here: <http://www.plsa.org.au/document-archive/plsa-quarterly-meetings/>

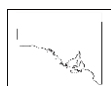
### AOB:

**Ruth discussed the upcoming State budget** and concerns about PLS and what the implications may be if there are cuts. What can we do to support PLS in promoting the value of the public libraries in SA to State-government?

**Action: to let PLSA Exec. Know we are aware and prepared to support as a group if required. - Albert**

**Gail suggested looking at State-wide branding** - could we have a symbol that represents all SA Libraries on the outside of all our buildings to indicate we are part of a public library network in SA? Perhaps a decal? Discussion included 'One Card' – may not mean much to the community? 'Libraries SA' – or perhaps a symbol. E.g. letter 'L' with map of SA on the dot part of the L. – very poor improvised version below!

**Action: to propose a suggestion to PLSA Exec. – Albert.**



## 8. Next Meeting

Parks Library – Friday 9 November 9.30 – 12.30pm.

Gail Mauger will be an apology. Any agenda items to Julie Bailey or Albert Bergoc.