



PUBLIC LIBRARIES SA MARKETING & PROMOTIONS GROUP MEETING

MINUTES	13 FEB 2019	9.30AM	STRETTON CENTRE
CHAIRPERSON:	Julie Bailey (Barossa), Ruth Powley (Unley)		
MINUTE TAKER:	Ruth Powley (Unley), Jon Bentick (PLS)		
PRESENT:	Jessica Paul (Playford), Jon Bentick (PLS), Julie Bailey (Barossa), Ruth Powley (Unley), Penny Cowell (Tea Tree Gully), Belinda Van Drine (Adelaide City), Nicole Leaver (Campbelltown), Monique Hanns (Charles Sturt), Ann Dyer (Charles Sturt), Samantha Campbell (Light), Eran Scanlon (Onkaparinga), Kathrin Davidson (Onkaparinga)		
APOLOGIES:	Sharmayne Coso (PLS), Holdfast Bay staff, Meegan Barrett (Burnside), Tiffanie Philpott (Charles Sturt), Albert Bergoc (PLSA), Julie Morgon (Onkaparinga), Sarah Kipling (Port Adelaide Enfield)		

BUSINESS ARISING FROM PREVIOUS MINUTES

TOPIC	Welcome, introductions & apologies		
DISCUSSION:	<ul style="list-style-type: none">Ruth to do minutes (this will be regretted)Minutes of last meeting accepted.		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	
Minutes	Ruth	asap	

BUSINESS ON NOTICE

TOPIC	Public Libraries SA update – Albert Bergoc
DISCUSSION:	<p>Albert was absent but sent in a written update.</p> <p>PLSA exec. Met with PLS staff on Wednesday 5 December 2018 for a planning meeting, where PLSA and PLS developed a number of strategies to define their working relationships and roles.</p> <p>There was an action to review all LMS and 'specialist' groups to ensure that each group has a relevant direction, with a PLS and PLSA representative, with a focus on the community and customers.</p> <p>A review of LMS governance has lead to a recommendation of a 12-month trial to undertake a different approach with the LMS User Group by PLS, and for PLSA and PLS to work collaboratively to develop a new governance model.</p> <p>There was discussion on advocacy that needs to happen now by engaging an external, joint project between PLS and PLSA to building marketing tools to allow libraries to take it</p>

	<p>to the community.</p> <p>At the PLSA exec. Meeting on Tuesday 5 February 2019, there was further discussion about the role of PLSA Exec., its working relationship with PLS, future of the LMS user group, anticipated changes within PLS resulting from the appointment of a new Associate Director (currently being recruited) [position has been filled at time of minutes documented] and advocacy in preparing for Public Library funding negotiations.</p> <p>New PLSA committee members were welcomed and assigned their representative role on committees, working parties and groups. I remain the Marketing and Promotions Group representative for 2019.</p> <p>Albert Bergoc</p>	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Take note	All members	

TOPIC	PLS news / Marketing & Promotions – Jon Bentick
DISCUSSION:	<p>Jon discussed Network membership changes (active members) from end June 2017 to end June 2018:</p> <ul style="list-style-type: none"> • The Network gained many new members (62,485) but this was impacted by the number of members who had become inactive over the same period (73,125) • The analogy used was a “leaky bucket we are trying to pump water into”: unless we fix the ‘leak’ of customers becoming inactive in such large numbers, we will struggle to grow Network library membership, even with membership drives <p>Some libraries have contacted fading members before they were about to be removed from the active member database.</p> <p>Jon suggested that libraries need to:</p> <ul style="list-style-type: none"> • Take a Customer Relationship Management (CRM) approach - look at your membership as a lifecycle - to keep them coming back • Be like the gym chains – they keep in contact (eg. via email) to keep you coming back • Use e-newsletters • Have a member retention strategy as a key marketing strategy <p>A lot of patrons don’t know what libraries offer even if they are members. Adelaide City library has been addressing this by having staff roam the library floor to show customers digital content products with a tablet. It has been more successful when not using a hard-sell “Do you want to..?” approach...better results occurred when the approach was more passive.</p> <p>Marion’s campaign - Get into Libraries has been very successful. It could be used for a statewide promotion. See more about the success of the campaign in this document: https://sapln.sharepoint.com/sites/teams/MarketingAndPromotionsGroup/MeetingDocuments/PLSA%20Marketing%20%26%20Promotions%20Meetings%20Minutes%20and%20Agendas/GetIntoLibrariesReview-Document-4Page.pdf</p> <p>Two target audiences: funders and patrons – need different messages for each.</p> <p>Victorian Public Libraries - Libraries change lives: https://librarieschangelives.org.au/</p>

	The Library Dividend - study on the value of libraries. Refer: http://www.plconnect.slq.qld.gov.au/manage/research/the-library-dividend	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Take note	All members	

TOPIC	Professional Development / Training / Projects	
DISCUSSION:	<p>Several promotional projects were discussed:</p> <ul style="list-style-type: none"> • Charles Sturt has an ongoing promotional campaign connecting their Community Centres and Libraries – Hello! I’m your local... • There was a discussion about Popup Libraries - Libraries could adopt similar approach to SA Water’s Quench Bench where there is a popup library made available for Network https://www.sawater.com.au/community-and-environment/community/quench-bench • SWOT analysis of Network marketing will help focus efforts • The ‘What Libraries Need/Want’ questionnaire is to go ahead via survey monkey. Questions to be tabled with group. • Ryan Jones shows were very successful and have been repeated. • Jason Gower may be coming to discuss Lynda.com • Campbelltown Library did a survey and discovered that there were lots of requests for events and services that were already being offered. • There was a discussion of eNewsletters – how often to issue, how to promote eNewsletters. Different libraries were compared. Suggestion of an update on eNewsletter training within the group. Discussion on whether there could be a statewide eNewsletter sign up. 	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Take note	All members	
Questionnaire to be discussed at next meeting	All members	

TOPIC	Information sharing - Roundtable	
DISCUSSION:	<ul style="list-style-type: none"> • Unley – Rescreening and discussion of ‘Check This Out’ video series. • City of Charles Sturt – Library Rules and Facebook Launch • Tea Tree Gully – Romantic Riddles – borrowed some famous romantic quotes. • Discussion re: Library Lovers – who it targets – in house library people • Adelaide – has created gift cards for libraries. A lady gave her mother a library card for Christmas. Currently at approval stage. Also on Facebook. • Led to a discussion about gift cards, landing pages for gift cards and advertising. • Port Adelaide Enfield (via Sarah Kipling) <ul style="list-style-type: none"> ○ Formulating a marketing theme or story for each month, in addition to business as usual. For example with a heap of new clubs launched in Feb, Fringe and Writers’ Week coming up, so we are focussing on our entertainment offerings ○ Providing the necessary support and tools for the team to drive the production of more content for social ○ Creating of an event pack – which includes marquee, beach trolley. ○ New shelving at Semaphore – presents an opportunity to review marketing needs and promote our library by the beach (we now have bikes for hire there too which is exciting) 	

ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Take note	All members	

OTHER BUSINESS

Emails sent to patrons during the courier blackout		
DISCUSSION:	There was discussion about the impact of the repeated emails sent to patrons regarding the courier black out. Many patrons misread the emails and thought their holds had come in and arrived at the libraries expecting to pick them up. While the situation is unlikely to recur, it should be noted for any future promotions.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Take note	PLS	

NEXT MEETING:	9.30am – 12.30pm, Friday 17 May 2019, Adelaide City (to be confirmed)
NEXT CHAIRPERSON:	Julie Bailey (Barossa), Ruth Powley (Unley)
NEXT MINUTE TAKER:	To be assigned (not Ruth because she is lousy at it)