

2001 AustraliaSCAN report

Did you know that people visit their local public library more often than their local video or hardware store?

As anticipated in a previous issue of *inCite*, the recently released AustraliaSCAN Report has been published, and shows positive news for libraries.

Key findings of the report include:

- libraries are Australia's largest 'club', outnumbering both sporting and motoring clubs for membership, with an overwhelming fifty-six per cent of the Australian population carrying a library card;
- public libraries have the highest satisfaction rating of any public service queried; and
- regional and rural library users are among the highest users of their local library service.

'AustraliaSCAN has given us some new perspectives on how and why Australians use their public libraries', said Heather Phillips, convenor of the Statewide Marketing Project.

Identifying specific library data has been achieved through negotiating the inclusion of several library specific questions into AustraliaSCAN — a cultural monitor conducted annually by Quantum Market Research.

Findings of the report highlight the fact that libraries have moved forward into the next century. Libraries today are exciting places with more than just books on the shelves.

In Victoria, every single public library branch has at least one public access internet point, and as identified in the AustraliaSCAN data, while book borrowing remains the core, many different services are used at the library.

The report found that there is a strong relationship between those individuals who use a variety of library facilities and those who are frequent visitors to libraries. This suggests that usage breeds usage, and that active cross-pollination from say, books to videos to websites, could prompt greater usage.

In this electronic age, libraries are technosavvy and are the ultimate search engine. In a world that is information rich, they are information smart.

Recent figures published by the Victorian Department of Infrastructure highlight the fact that libraries are on the rise again, with a boost to membership for the first time since 1996/97.

Importantly, not only do the AustraliaSCAN Report figures assist in gauging the current usage of and attitude towards libraries, but these measures will now be collected and analysed every year so that trends in perceptions and usage of public libraries by Australians can be monitored into the future.

About *librariesvictoria*...

The *librariesvictoria* program (an initiative of the State Library of Victoria), commenced in 1998 to give the Victorian Public Library Network a common identity and platform from which to conduct statewide marketing and promotional activities.

The inclusion of library specific questions into AustraliaScan was just one tactic in a twelve-month marketing strategy recently developed for *librariesvictoria* by Stanley & Milford, an independent marketing and communications consultancy.

Other tactics include negotiating over an estimated \$500 000 worth of Community Service Announcements space to promote libraries on television, radio and newspapers, establishing a statewide 1300 number and the launch of a website (located at <http://www.librariesvictoria.net>).

For information about *librariesvictoria*, contact Heather Phillips, on 03 9784 1020 or e-mail heather.phillips@frankston.vic.gov.au.

For information about the research, or to receive a copy of the AustraliaSCAN report, contact Abby Bailey, *librariesvictoria* brand manager, on 03 9826 5829 or e-mail abby@stanleymilford.com.au. ■



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- **30/10 Qld OPALS.** *General meeting.* BCC City Plaza Library, Corner George, Adelaide & Ann Street, City, 5:30pm.
- **13/11 Qld Library Technicians.** *Annual general meeting.* Venue: tba, 5 for 5:30pm start, unless otherwise advised. Contact: Marian Moyle, ph 07 3244 6446, marian.moyle@detir.qld.gov.au
- **mid-Nov Pathways to CPD.** *Networking: Christmas function.* tba. Contact: Sue Rigney, sue_rigney@justice.qld.gov.au
- **27/11 Pathways to CPD.** *Library & information services strategic development: Libraries in 2003.* Part 1 — What is scenario planning — Gary Fisher, executive director (Strategic Directions), Department of Transport. Densions, Sheraton. Contact: Sue Rigney, sue_rigney@justice.qld.gov.au
- **Late November Qld OPALS.** *Xmas party.* Time, venue and date: tba.
- **Early Feb 2002 Quorum.** *Successful Lobbying Workshop,* details: tba. Kathy Harding, kharding@start.com.au
- **February 2002 Pathways to CPD.** *Library & information services strategic development Libraries in 2003.* Part 2 — strategically positioning your library for 2003 — Robert McEntyre & Ass. DPI Auditorium. Contact: Sue Rigney, sue_rigney@justice.qld.gov.au

SA

- **August SA Library Technician.** *National Library Technicians Conference in Hobart.* Contact: Marion Fielke, ph 08 8384 0772, marfie@onkaparinga.sa.gov.au
- **6/8 Acquisitions SA.** *Penelope Curtin from FOLIO Follage Bookshop to speak on Censorship and controversy at the bookshop, 128 Hindley Street, Adelaide, 5pm.* Glass of wine included with Penelope's talk. Contact: Jenny Jeremy, ph 08 8302 6720, jenni.jeremy@unisa.edu.au
- **15-16/8 ALIASA.** *Regional conference,* Berri Resort Hotel, Riverview Drive, Berri. Contact: Marion Fielke, ph 08 8383 0050, marfie@onkaparinga.sa.gov.au
- **17/9 SA Library Technician.** *Post-conference meeting.* Fleet Street Cafe, 6 for 6:30pm. Contact: Marion Fielke, ph 08 8383 0050, marfie@onkaparinga.sa.gov.au
- **20/9 Clare Burton Memorial lecture series.** *University of South Australia, Brookman Hall, City East Campus, North Terrace, Adelaide, 5pm.* Contact: Lyn Tagg, ph 08 8302 1729, lynette.tagg@unisa.edu.au
- **15/10 SA Library Technician.** *Planning meeting for 2002.* Venue: tba, 6 for 6:30pm. Contact: Marion Fielke, ph 08 8383 0050, marfie@onkaparinga.sa.gov.au
- **19/11 SA Library Technician.** *Christmas dinner.* Venue: tba, 6 for 6:30pm. Contact: Marion Fielke, ph 08 8383 0050, marfie@onkaparinga.sa.gov.au

TAS

- **4/8 TALIATecs.** *Conference meeting.* Site inspection of Grand Chancellor. Hobart, 11-3pm. Contact: Julia Goss, ph 03 6233 7510, Julia.Goss@central.tased.edu.au
- **8/9 TALIATecs.** *Conference meeting.* Topic: Post-conference celebrations and and review. Ross Bakery, Ross, 11-3pm.
- **6/10 TALIATecs.** *Mini Conference and Annual General meeting.* The Grange, Campbelltown. Contact: Kerrie Blyth, ph 03

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