



ALIA MANAGER OF THE YEAR AWARD

**Nominations are now being
called for the 2001 award**

The ALIA Manager of the Year (previously Library Manager of the Year) award recognises and encourages exceptional management practices within the library and information sector. Nominees may be a personal member responsible for managing a library service or individual library, or responsible for a significant service or project within a larger organisational unit.

Entries should be sent to ALIA National Office,
PO Box E441, Kingston ACT 2600
phone 02 6285 1877, fax 02 6282 2249
e-mail awards@alia.org.au

URL <http://www.alia.org.au/awards/>

Nominations close 1 June 2001



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LIBRARY TECHNICIAN OF THE YEAR AWARD

**Nominations are now being
called for the 2001 award**

This award promotes the role of library technicians in library and information science, and the role and image of the library technician. Nominees must be a personal member of the Library Technician Section and hold a library technician qualification recognised by ALIA. Members should note that any nomination for the award must be made in strict confidence.

Entries should be sent to ALIA National Office,
PO Box E441, Kingston ACT 2604
phone 02 6285 1877, fax 02 6282 2249
e-mail awards@alia.org.au

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Promotional success story...

Heather Phillips, convener of the statewide marketing project steering committee

An advertising campaign promoting public libraries recently aired in Victoria. And, thanks to some great negotiation, media space for the campaign was secured as Community Service Announcements, and at no cost to libraries. The media space was estimated to be worth \$500 000.

The state-wide advertising campaign, an initiative of the librariesvictoria marketing program, was seen on television, radio, newspapers, and even inside some metropolitan trams and buses. The aim of the advertising was to communicate simply, directly what libraries have to offer for marginal library non-users, and how libraries are relevant in their lives today.

'Whilst librariesvictoria funded the creative development and production of the advertisements, the media space, including 154 minutes of radio and 138 minutes of television air time, was negotiated at no cost to public libraries as Community Service Announcements,' said Richard Hill, brand manager for the librariesvictoria project.

The distinctive thirty-second television advertisement, which aired in August, October and November of last year, appeared during such high-rating programs as *Neighbours*, *The Simpsons*, *Days of Our Lives* and *Sale of the Century*.

'In the past, librariesvictoria spent the majority of its limited media budget buying advertising space in print and on radio. This did not leave a lot of budget remaining for creative development of the advertisements,' said Richard.

'We decided to devote more resources to securing free community service announcement space, and allocate the savings to buying in the creative expertise needed to develop a campaign of high-impact advertisements.'

'The shift in media buying strategy appears to have paid off,' said Judy Peppard, Library Network Unit Manager at the State Library of Victoria. 'The new creative campaign tested positively in market research with the target market of marginal library non-users, and librariesvictoria is now seen in more places than ever before — all within the same budget.'

'This type of approach to marketing allows libraries to do things on a state-wide level that could not be achieved

otherwise,' said Adele Kenneally, manager of the Glenelg Regional Library Corporation. 'Take the television commercial for example — that is something of great value to us locally, but something we could not have done on our own.'

The community service announcement advertising campaign is just one tactic in a twelve-month marketing strategy recently developed for librariesvictoria by Stanley & Milford, an independent marketing and communications consultancy based in Port Melbourne.

More about librariesvictoria...

The librariesvictoria program commenced in 1998 to give the Victorian Public Library Network a common identity and platform for which to conduct state-wide marketing and promotional activities. The program is supported by the State Library of Victoria on behalf of the Victorian Public Library Network.

Other initiatives include a state-wide 1300 number (1300 362 962), which automatically connects Victorians through to their nearest local library service. librariesvictoria also has an annual presence at the Royal Melbourne Show and has produced a range of merchandise (posters, bookmarks, brochures) to help libraries promote themselves locally.

librariesvictoria has also established an informative website [<http://www.librariesvictoria.net>] as an entry point for all things library-related in Victoria. Features of the website include a library location finder, an events calendar, access to online catalogue searching and more. Future plans for the website include an e-mail alert for events — once users have entered a personal profile, the website will automatically e-mail users when an event is on at their local library which may be of interest to them.

For more information about librariesvictoria, contact Heather Phillips, convener of the librariesvictoria Steering Committee on 03 9784 1020 or e-mail heather.phillips@frankston.vic.gov.au. For more information about the recent advertising campaign, contact Richard Hill, librariesvictoria brand manager, on 03 9646 1322 or e-mail richard@stanleymilford.com.au ■