

Library Lovers' Day at Ryde Library Services

For Library Lovers Day at Ryde Library this year we decided to target council staff. Our Children's Librarian, Gabrielle Wyllie, and I sent out flyers promoting the day and also offering two hampers as 'lucky door' prizes – one for new members who joined the library on the day and one for existing library members. The hamper consisted of pink sparkling wine, chocolates, library bag, journal, and mug.

On the day Gabrielle and I visited Ryde Aquatic Leisure Centre, the Operations Centre (depot), the Argyle Centre, and the Civic Centre – all separate council department staff workplaces. We promoted the library by handing out red foil-wrapped heart-shaped chocolates stuck on to cardboard cut-out heart shapes with little bits of information about the library services.

The day proved to be very successful with 37 new members and 75 existing members receiving new brochures, explanations of current services, and some yummy chocolate and a chance to win a hamper of goodies! Not only did we give out information but we got to talk to council staff we never get to see or speak to, and highlight the need for an inter-departmental book delivery service.

Lynne Ruff
Acting Library Manager, Ryde Library Services
lruff@ryde.nsw.gov.au

Library Lovers' sizzle at Coffs Harbour!

Sizzling sausages drew in scores of library lovers at Coffs Harbour on Library Lovers Day 2009. Library staff set up a barbecue in the foyer of the library on the damp Saturday morning, but the wet weather didn't dampen the spirits of the community. Our visitor rate was up 233% on the day with 647 people through our doors at our main library!

Newspaper articles promoted the event and the snag sangers were free – always a draw card! The library also gave away free library bags containing our latest newsletter, booklists, and our library bookmark. Our branch libraries at Toormina and Woolgoolga were also kept busy with many loyal patrons dropping in for a free morning tea and a free library bag.

Across all branches we also had merchandise on sale, including coffee mugs, book journals, reading stands, and our very own 'Library Lover' stubby holders. The library also collected donations for the Red Cross Victorian Bushfire Appeal raising approximately \$250.

A festive mood ensued, a second batch of sausages were quickly purchased, and, although staff were run ragged, everyone involved was impressed with the fantastic response from the public.

Enzo Accadia
Library Manager
Coffs Harbour City Library & Information Service
enzo.accadia@chcc.nsw.gov.au

Library Lovers' Day with the Australian Federal Police Library

On the 13th of February, the Australian Federal Police Library hosted a Library Lovers Day morning tea and championed library services to attendees. The morning tea was promoted with Valentine's Day cards attached to the door handle of each accommodation room within the AFP training college late Thursday night so that recruits and other guests were greeted in the morning with a romantic card from the library.

The library also had a love-themed display which was described as macabre – perhaps because items in our collection discussing love include articles linking affairs of the heart, drug production, poisons, and

suicide; and books such as *Our Treacherous Hearts: why women let men get their way* and *Fingerprints: history, law and romance*.



The Library Lovers Day morning tea was a great success, the food acting as a powerful lure for both library users and potential library users. Many people learned about accessing our excellent resources as well as the depth and breadth of the library services on offer.

Sonja Barfoed
Client services – AFP library
Australian Federal Police
sonja.barfoed@afp.gov.au

Love in Yarra Plenty

The well-known words "O, my love is like a red, red rose ..." elicited a sigh of delight from visitors to Yarra Plenty Regional Library's Watsonia branch on Valentine's Day Eve. The Robert Burns poem was one of many classic and original poems read by the Poets @ Watsonia group at a special poetry reading on love and beauty with a garden theme, called *The Scented Garden: The Romance of Poetry*. Once the 20 poetry lovers had their fill of romantic poems, they immersed themselves in a chocolate feast with the library's chocolate lover's morning tea.

At Ivanhoe library, an Ivanhoe chocolatier revealed chocolate is a rich Valentine's treat with a rich history. Heart-shaped chocolates enticed library visitors to borrow books – 50 borrowers took home a wrapped mystery read as well as traditional Valentine's Day fare.

Traditional romantic-movie fare was the star attraction at Yarra Plenty Regional Library's Thomastown branch where people snuggled into beanbags and cried into their popcorn during the romantic classic *An Affair to Remember*. Luckily the library had free packets of tissues for those who needed to dab away their tears.

Suzanne Male
Marketing and Media Coordinator
Yarra Plenty Regional Library
smale@ypri.vic.gov.au

Getting passionate at West Gippsland Regional Library Corporation

Patrons of West Gippsland Regional Library Corporation were invited to 'Get Passionate' for a whole fortnight between the 14th and 28th of February, by participating in a competition. We asked them to: Indulge your love of libraries! Indulge your love of words! Indulge your love of writing!

Patrons were challenged to write a mini-romance story of exactly 50 words in length – no more, no less. It was to be set in the world of libraries or books, and complete in itself. The prize was a gourmet Library Lovers Hamper, filled with local wines, chocolates, vouchers, and more, for one winner within each of our participating shires. There was more than 80 entries submitted overall, and a lot of discussion with library staff: "Who thought of this? It's great... but 50 words exactly is torture!"

The three winning stories are:

1) **Untitled** by Maree Wallace

Inspired by *Lady Chatterley*, she decided to take a lover. Without *Pride and Prejudice*, she threw herself at Romeo, Heathcliff, Father Ralph, and Mr Rochester. She longed for *Seduction and Possession*, but where is the *Sense and Sensibility* in love? "Rhett", she breathed, but he was *Gone with the Wind*.



2) **Summer Romance** by Kate McKittrick

I watched him slide his return into the library chute and slowly walk away. That book. It had been held gently in his hands, the pages eagerly turned, the spine crease caressed to keep the pages apart. And then returned before it was due. Just like me. Bastard.

3) **If Only** by Robin Simpson

He was tall, dark and handsome: hair that glistened in the sun; eyes that smouldered and made her heart skip beats; face and body that many admired. And he was coming her way. He scooped her into his arms, lowering his head for that breath-taking kiss...

"Mum, story time's finished!"

Winners and commended stories are available at <http://www.wgrlc.vic.gov.au>.

This event, created by Ms. Kathie Olden and Ms. Fiona Mahomed, was easy to run with minimal administration required, lots of fun, and certainly generated some creative and imaginative entries.

Fiona Mahomed
Community Building Coordinator, West Gippsland Regional
Library Corporation
fionamah@wgrlc.vic.gov.au

Kathie Olden
Baw Baw Principal Librarian
kathieo@wgrlc.vic.gov.au

Victoria Park Library celebrates long-term borrowers

The Victoria Park Library participated in Library Lovers Week with staff handing out Library Lovers Day stickers and little chocolate hearts to all library customers who borrowed items during the week, including a random grand prize draw for one lucky customer. The Library Lovers Day prize included a book voucher, a Southern Scene heart mug, a notebook, and a card.

We also had a Library Lovers book display which was topped up with romantic books from our fiction, adult non-fiction, and AV collection.

Library Lovers Day was promoted in our monthly newsletter. After checking our library system for statistics we identified the borrower who had borrowed the most books from us ever and featured her in our February newsletter.

Library Lovers Week proved once again to be popular promotion and customers were delighted.

Ruth Schofield
Library Operations Coordinator, Victoria Park Library
RSchofield@vicpark.wa.gov.au

Library Lovers Day at Mid-Western Regional Council Library

For the third consecutive year, Mid-Western Regional Council Library (MWRC) celebrated Library Lovers Day with 'blind dates with a book'.

The first year each customer received a red chocolate heart when a 'blind date' was borrowed. The idea proved very popular and approximately 90 'blind dates' left the library. The second year proved even more popular with close to 200 'blind dates' being taken home by our wonderful customers.

This year 300 'blind dates' were prepared to go out across our region. Appearances were simple – butchers paper and several shades of pink/red/purple ribbons for dress-up. As Library Lovers Day fell on Saturday, we decided to celebrate on both Friday and Saturday. Friday the 13th was used to promote 'Love Bites' – a display of vampire romances to whet the appetites of younger readers. Displays were mounted in all three libraries to highlight a fun day. Alongside

the 'blind dates' this year, a competition was held – Secrets of Romance. Two prizes were on offer – a deliciously large box of chocolates and a cuddly teddy bear. The judges of the competition were a couple who have been married for 50 years and claim to know a little about romance! Congratulations to our worthy winners!

Eilagh T Rurenga
Library Services Coordinator
Mid-Western Regional Council Library
eilagh.rurenga@midwestern.nsw.gov.au

Blind Dates at Armidale library

Don't go it alone this Valentine's Day: cuddle up with a date from the Armidale Library!

The staff each selected a handful of books to recommend. The books were wrapped in brown paper and labelled with descriptive words to entice the reader. All up we had 50 'dates' consisting of fiction, non-fiction, pictorial works, and a couple of Young Adult titles.



The dates were advertised widely on radio and in the press and over the 13th and 14th February, 44 people went on blind dates. Most were given a fun survey to complete which included questions about whether they had met their perfect match, whether they would try another date with that author, and if they would try another blind date set up by the library. So far, all responders – 15 to date – have replied positively to the survey, two having found their perfect match, and most willing to set their friends up on a date with their book!

Annette Goodwin
Systems Librarian
Armidale Dumaresq Council War Memorial Library
agoodwin@armidale.nsw.gov.au

James Sheahan Catholic High School celebrates Library Lovers Day

While flowers aren't universally received on Valentine's Day, everyone can be a library lover! It was with this philosophy in mind that we planned Library Lovers' Day 2009 at James Sheahan Catholic High School in Orange, NSW. Inspired by the chat on one of the e-lists, we partnered with the Student Representative Council (who use Valentine's Day as a fundraiser) to create some fun activities which would engage the whole school community. These included very popular 'blind dates' with a book, bookmark and poster recommendations, reading displays, and a guessing competition which featured the wedding photos of various staff members. There was a lucky dip for every borrower and prizes included book vouchers.

The message was that while roses will wilt and die leaving only a memory, your library is for life. We had a great day and I would highly recommend this activity to any Teacher Librarian.

Laura Tilston
Teacher Librarian, James Sheahan Catholic High School, Orange
ltilston@jschs.nsw.edu.au

Blind dates at Cambridge Library

Each year during the week of Library Lovers Day, the Town of Cambridge Library offers library members the opportunity read outside their comfort zone. A display is set up for a blind date with a book – they choose one of the brown paper bags (inside is a book) and a raffle ticket. The raffle ticket is then placed into our barrel and one week after Feb 14, we draw the winner. The prize is a book voucher for spending in our local book shop.



Some clients were disappointed that only normal print books were chosen for the first Library Lovers display, so this year included large-print and non-fiction. This ensured that every adult could join if they wished. The event is so successful that we also run similar events at Easter using an 'egg' format.

This year we had more than 60 people borrow unknown titles in one week period. The books are chosen from items that have had minimal use, but are considered worthy of retaining in the collection. We have found that once a book begins to circulate, other library members also read them.

These are just some of the comments from our Library Lovers:

- "Great book – you've introduced me to a new author"
- "What a fantastic idea"
- The Winner: "oh, you've made my day!"

Lesley DuBois
Assistant Manager, Town of Cambridge Library
ldubois@cambridge.wa.gov.au

LLD at Glenorchy

Glenorchy Library & Online Access Centre celebrated Library Lovers Day 2009 for a week. Our focus was on the love of reading, and we also wanted to make maximum impact using minimum resources.



A would-be winner

The staff put their heads together to come up with colours and a concept: a library technician designed a heart template, then volunteers cut them out of pink paper and put velcro on the back. Volunteers also decorated the pink box for the competition entries. A librarian canvassed local businesses for prizes. The

Adult Education Coordinator liaised with tutors to provide a flower arrangement.

The library looked gorgeous. Staff hung pink, red, and white balloons. A wonderful flower arrangement on the desk provided an attractive focus for patrons lining up at the checkout. The public wrote the name of their favourite book on a pink heart and put it on the notice board. The pink against black drew attention to the Library Lovers posters.

Members of the public filled in a competition form and placed it in the pink box for a chance to win book vouchers and chocolates.

Staff and public were very happy that our first Library Lovers Day celebration was such a success.

Heather R Jones, Senior Librarian
Glenorchy Library & Online Access Centre
heather.r.jones@education.tas.gov.au

How we celebrated at Holy Family Parish Primary School

Holy Family Primary School began the 2009 school year with a newly reinstated position – Teacher Librarian! The library had been functioning well, but 2009 brought a new opportunity for it to become a hub of the school community.

The celebrations for Library Lovers Day aligned perfectly with our first week of class visits in 2009. I wore a large Library Lovers heart badge and talked about libraries and reading non-stop. For class visits, each child created a small piece of artwork detailing what they love about libraries and these were combined to make seven posters of grade collages which decorated the library during February. Each child took home a Library Lovers Day heart and was asked to spread the word at home about how wonderful life is with a library to visit. It also became a

great opportunity to promote the new Ingleburn Branch of the Campbelltown City Library Service, which was under construction just down the road from our school.

The focus on Library Lovers Day (before, and on, Saturday 14 February) has had a lasting impact on the children and staff at our school. Every now and then, a child still wears the heart to school and the logo lives on in the library. It was a great event for us at Holy Family and has served to promote libraries as special and precious and a school resource to be valued.

Kim White
Teacher Librarian, Holy Family Primary School, NSW
kwhite@holyfamily.woll.catholic.edu.au

Love and libraries – a match made in Heaven

Sutherland Libraries spread the love on Library Lovers Day but we just had so much, we turned it into a week!

What better way to share the love than by the sharing of chocolate? Staff throughout Library Lovers' Day handed out chocolate treats which proved to be a huge success. How could anyone resist?

Librarians also created a little love nest at the back of the library where patrons could help themselves to a delicious hot chocolate while discussing why they love their library, or checking out our romantic DVD, CD, and book displays.

And if patrons still hadn't picked up on the lovey-dovey atmosphere, there was also a Library Lovers raffle with a chance to win a hamper full of pampering goodies.

Library love was so strong that it was felt throughout all our surrounding branch libraries which also shared the love through romantic displays, decorations, and more chocolate.

Sutherland Library Lovers' Day was a fun way of celebrating a deep and enduring relationship between the Sutherland Shire community and their libraries.

Tara Klein, Senior Assistant
Sutherland Shire Libraries & Information Service
cro1@ssc.nsw.gov.au

The Library Lovers' Day challenge at Fairfield

This year the LLD Event Team invited readers to take the Library Lovers Day Challenge by reading books across five different genres. Specially-designed postcards were stamped when customers borrowed books from the designated genres and then entered into a draw to win book vouchers.

It seemed a bit unfair to ask the customers to take the challenge without having a go at it ourselves so we extended the challenge to our staff.

We ended up with 165 customers and 13 intrepid staff taking part, reading in English and community languages. They found themselves enchanted with fantasy, part of a fast-paced western adventure, making changes to their lifestyles, living another life in a biography, and swept away by romance! Three hundred and twelve children also took part but they were not restricted to genres.

Certain male staff members were espied enjoying romances of the bodice ripping variety and certain female staff members are now hooked on fantasy. Most readers decided they could live without the Western genre, but overall it's been a fun and somewhat challenging Library Lovers Day for us all.



Carolyn Bourke
Outreach & Marketing Librarian
Fairfield City Library Service
cbourke@fairfieldcity.nsw.gov.au



Love at Bayside Libraries!

This year Bayside Libraries made sure those unlucky in love didn't miss out – there's always love in Libraryland!

At each of our four branches – Brighton, Sandringham, Beaumaris, and Hampton – each Marketing Representative wrapped up, either separately, or in different combinations, donated fiction books in good condition (so there were no 'issuing' issues!), library magnets, book bags, book journals, bookmarks, and freebie cards for one free reservation.



Each Marketing Representative decided how many presents to have at their branch (depending on the size of the library and the anticipated traffic) as well as what kind of box/container to put the gifts in.

Each container was labelled Valentine's Day Lucky Love Dip and our library staff made it clear to customers that the gifts were free. As you can see, each gift was beautifully wrapped and topped with a heart chocolate that was stuck to the outside. The feedback was that customers loved getting a free gift and felt special.

Ali Hill

Library Marketing Coordinator, Bayside Library Service
AHill@bayside.vic.gov.au



Libraries are a hit with novel lovers!

Tasmania's libraries were the place to be for all novel lovers on Library Lovers Day. The 14th of February marked the second annual Library Lovers Day, an opportunity for libraries around Australia to show our clients that we love them as much as they love us.

Some of the special events and activities held at libraries on and in the lead-up to Library Lovers Day included:

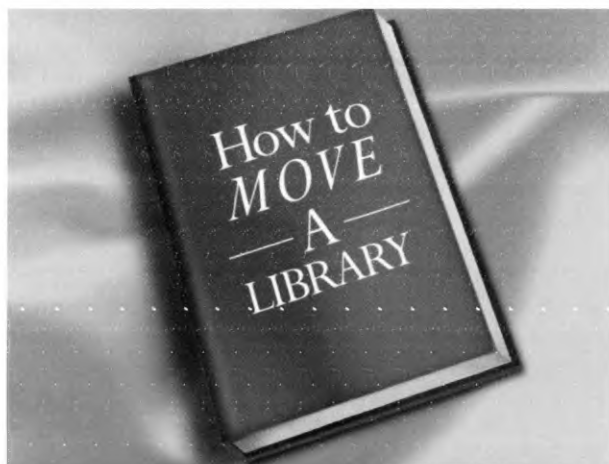
- Enter your best romantic phrase or pick-up line to win a hamper of love (Hobart Lending Library)
- Borrow any romance book and receive a chocolate and Library Lovers Day sticker (Launceston Library & Online Access Centre)
- Buy a red-ribboned bundle of romance novels being retired from the Library's collection for \$1 (Launceston Library & Online Access Centre)
- Find displays of romance books and love-themed items (think chocolate, wine, and Paris) as well as romantic books, CDs, and DVDs. (Online and at most libraries around the State)

Sarah Caporn
Communications and Marketing Officer,
State Library of Tasmania
sarah.caporn@education.tas.gov.au

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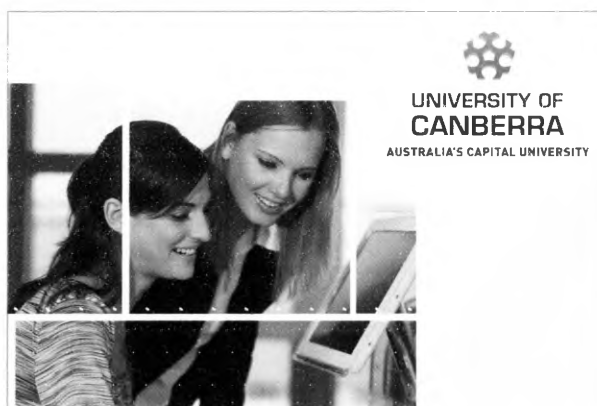
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Sally Burford on:

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E sally.burford@canberra.edu.au

www.canberra.edu.au

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