

read, so I have attended early literacy training facilitated by speech pathologists. In 2008, Burnside Library was fortunate enough to host Speech Pathology Australia's Book of the Year Awards which honoured Pamela Allen's *Is Your Grandmother a Goanna* as the year's best book to enhance language development in young children. I would love for us as a library to be able to host events of such calibre in the future which tie in so well with marketing our role in promoting children's literacy and literature.

Finally, I would like to see the position of children's librarian itself being marketed as an early childhood specialist in its own right. It takes time and knowledge to be aware of quality resources that support early childhood development, not only books but also parenting resources like books, magazines, DVDs, and websites. I think it's significant that at Burnside the role of 'children's librarian' has been renamed 'Family Network Librarian' – this shows that the focus of the role is on marketing and providing library services and community information to families.

For photos of some of the fantastic events Burnside Library runs for children go to <http://www.burnside.sa.gov.au/goto/kidzone>. We also have a Flickr site with more photos.

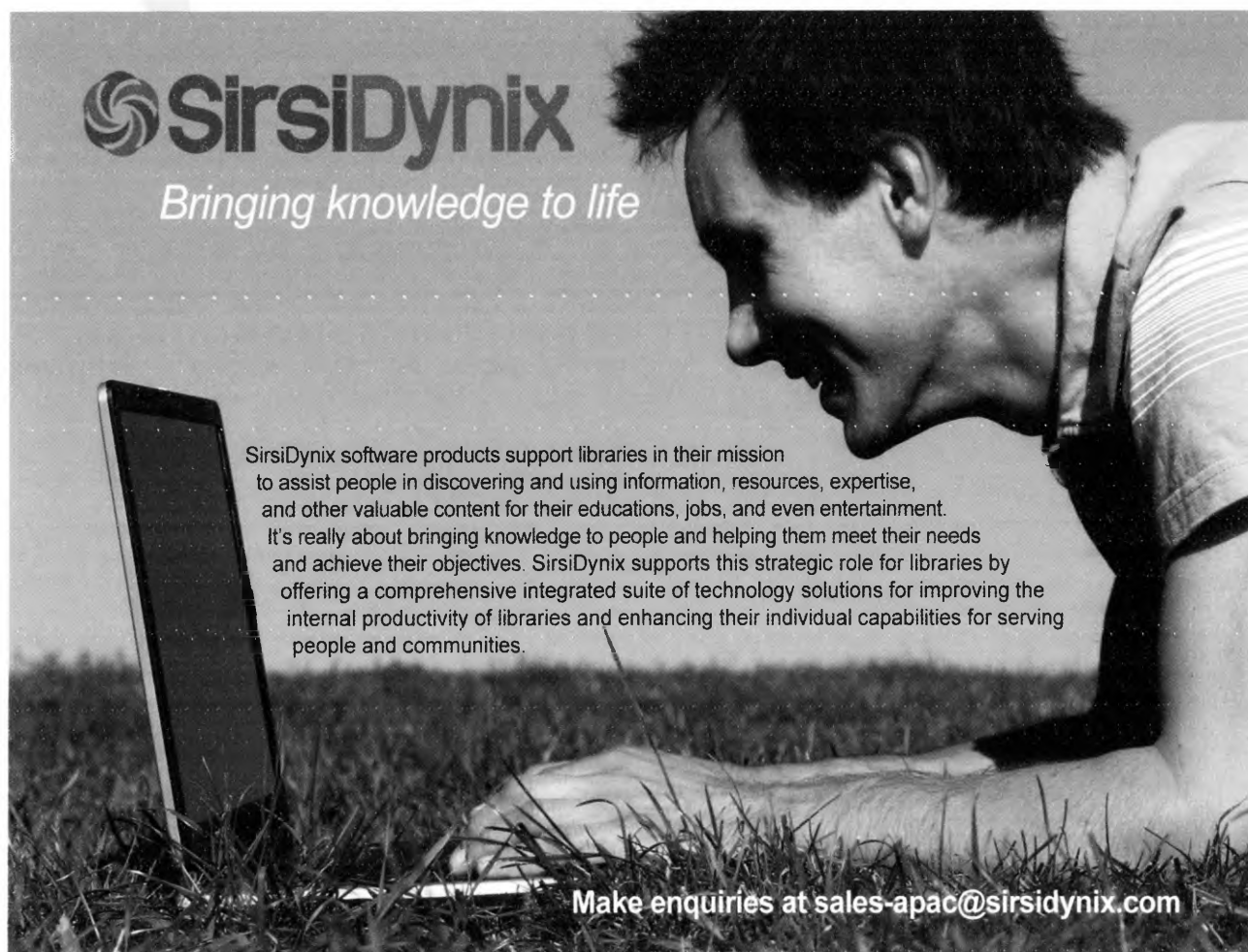
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Driving your programming dollar further with strategic partnerships

Gold Coast City Council (GCCC) libraries are committed to implementing a number of city-wide programs and events not only to enhance the reading experiences for customers, but also to raise the profile of libraries and promote our valuable resources and services. As is the case with many publicly funded services, funding for programs and events (and their marketing and promotion of those events) does not always stretch beyond the basics.

Faced with this challenge, GCCC Libraries have embarked upon a series of strategic partnerships, which have enabled the development of a number of significant events across the city. A feature event established to celebrate Library and Information Week 2008, and now in its second year, is *Literati*. Over thirty well-known and emerging Australian authors will be attending this special event on 29 and 30 May.

The event program for *Literati* opens with a feast of authors, *The Literary Feast*. Guests are seated at tables of eight and two spare seats at each table are filled with two different authors for each course, giving guests a unique chance to speak with the authors in a relaxed and convivial manner. The next day *Author Encounters* continues the experience with author talks and workshops held across the branch library network,



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MARKETING YOUR LIBRARY

and a *Children's Breakfast* for over 100 children will be held at Pacific Fair Shopping Centre.

Literati 2008 was the first instance where GCCC libraries worked in partnership with businesses and sponsors in such a significant way. By working closely in strategic partnership with a range of sponsors, from a major shopping centre to accommodation providers, caterers, media outlets, publishers, and the Friends of the Library, the event was run on a shoestring budget and yet delivered a successful and quality event that accomplished its goal of raising the profile of the library service.

Another event held recently was the *Readers' Rendezvous*, which also highlighted the benefits of partnering to promote success. GCCC Libraries teamed with the franchisee of an Angus & Robertson bookstore to host an event, which sought to match participants with their perfect book club. The evening was a smash hit with over 60 guests in attendance. All participants filled in a questionnaire on the night and will be contacted in coming weeks with the times and locations of new book clubs in their area. Through Angus & Robertson's support, the libraries were able to provide fantastic catering and book prizes to give away, which all added to the ambience of the evening. Promotional material was also distributed through all Angus & Robertson stores on the Coast, providing an alternative means of communicating with potential customers.

In June this year, GCCC libraries will launch a three-month winter promotion in conjunction with Zarraffas Coffee called *Warm up with a Hot Read*. A special collection of the most popular new releases will be made available over this period. They will only be available for a shortened loan period and customers will not be able to place holds, with the idea being that these highly sought after books will be on the shelf for customers to pick up. A series of special bookmarks will be produced to promote the Hot Reads and these will feature a tear off coupon for a discounted coffee special at one of the many Zarraffas Coffee outlets across the Gold Coast.

Developing relationships with strategic partners is not a new phenomenon and has been done successfully by libraries in the past. However in times when budgets are being scrutinised, it is more relevant than ever to strategically plan alliances in the business community.

Libraries are in the enviable position of having an amazing product that many businesses would like to be associated with; so often the initial cold call is actually warmly received. The more creative you are, the more interested a company will be, and it is imperative that you do your homework and explore any natural synergies that may exist between the company that you are targeting and the program or event for which you are seeking sponsorship.

There are a couple of things worth keeping in mind if you are looking at developing partnerships with businesses and other organisation.

- Ensure that all communication is clear and unambiguous. State exactly what you are seeking and what, in turn, you are able to commit to providing.

- Initial approaches are almost always best made in person, even if it is a brief phone call to assess any interest that is then followed up with a clear and to-the-point proposal.

Making the time to build up relationships within your community can have enormous ongoing benefits for your library service. If you are able to secure sponsorship, make sure that the sponsors are kept informed as to the progress and outcome of the event. Ensure that any publicity and promotional material is forwarded to the sponsors along the way, and once the program or event has concluded, send an overview and thank you letter.

Strategic partnering is one way in which libraries can not only implement programs that meet the community's needs, we can also promote our vital message to the widest audience possible.

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TAFE Tasmania Living Writers' Week – Marketing your library by holding innovative events

Arts Tasmania hosts a ten day Tasmanian literary festival to celebrate Tasmanian authors, publishers, and all forms of writing. Library Services at the Launceston City Campus of TAFE Tasmania decided that, with so much talent, creativity, and dedication among our own staff and students, we would hold our own living writers' week. From 11th August to 15th August 2008, the TAFE City Library hosted and organised TAFE Tasmania Living Writers' Week.

While writing is often associated with poetry, novels, or non-fiction, it can also mean the production of a book, learning resource, learning guide, and much more. These resources might be in hard copy, online, CD Rom, DVD, or a computer program. They could be published independently or by TAFE, and they may be bound, stapled, or clipped together. Writing indeed comes in all shapes and sizes and formats.

We decided that to produce a book, resource booklet, learning resource, or online program is a major achievement, so why not celebrate?

Our Living Writers' week was a week in which to share and celebrate the writing of our TAFE staff and students in the northern half of the State.

And celebrate we did...

Our week began with a well-attended and enjoyable launch on Monday afternoon. The guest speaker was Cameron Hindrum, Director of the Tasmanian Poetry Festival. Guests enjoyed nibbles and our own "Writers' Thirst" wine while they looked at many of the TAFE produced printed items on display.