



ALIA TRAINING GROWS THE LOVE

Looking to establish a stronger online presence for the Shire of Kalamunda Libraries through effective use of social media, Susan Courtland's interest was piqued by the Grow the Love training course offered by Sydney TAFE through ALIA Training.

The Grow the Love training course covered planning a library event or program and building the library's presence in the community, and online, through the use of traditional promotional strategies and effective use of social media.

Grow the Love offered a facilitated online learning experience, allowing me to explore and learn strategies for promoting library services, with and from other participants, supported and guided by the teachers. Not only did I attain a great deal of knowledge in the areas of event planning, marketing and promotion, I also acquired a better understanding of our libraries' operating policies.

To quote James Cash Penney, 'Theory is splendid but until put into practice it is valueless.' Keen to put my learning into practice, I approached our assistant librarian Vanessa Murphy with the idea of participating in National Simultaneous Storytime 2014 during her Rhymetime session. From this idea, Elephant Rhymetime was formulated.

I assumed the role of event manager with Vanessa planning the program. To complete our team, we enlisted the assistance of our very arty library clerk, Christine Pardos, to literally create a herd of paper, card and toy elephants, and Elloise LeBlanc became the assistant storyteller after her wonderful acting out of a trumpeting elephant at the circulation desk one morning.

An event brief, management plan and checklist were established, our blueprint for success. An important addition to the storytelling was a cardboard box construction of Eric's house from Ursula Dubosarsky's *Too Many Elephants in this House*. This accommodated toy elephants for Elloise to hand out after Vanessa identified the children were too young to focus on the full reading of the story, and suggested having toy elephants to engage them.

This idea worked an absolute treat, with one curious toddler leading the way in, swiftly removing a toy elephant through a window. Master storyteller Vanessa did not skip a word, as toddlers then besieged her assistant Elloise and quickly emptied the house of all elephants, to the delight of guests and parents.

Through the art of storytelling, rhymes and song the library is undeniably growing readers and growing the love for libraries.

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TOP: Elloise LeBlanc and Vanessa Murphy had the audience spellbound.
BOTTOM: Young library user William Bainbridge and friend.

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