

Public Library NEWS



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Mobile and Outreach



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From the Editors

Welcome to the Winter 2018 issue of *Public Library News*, Mobile and Outreach. This edition showcases the vast array of creative and innovative mobile and outreach services that NSW public libraries deliver beyond physical library buildings to their local communities. These include versatile and digitally enabled mobile libraries, libraries that pop-up in community events and spaces, and outreach programs to targeted groups such as the elderly and housebound, children, people with disabilities, and people from Indigenous and multicultural communities.

These essential library services reach members of the community who might not normally visit the library, or cannot visit the library due to physical or geographical barriers, and support literacy, digital literacy, lifelong learning and social inclusion.

Our next issue, Summer 2018–19, will feature the theme of Inclusion and Accessibility. The deadline for articles is 28 September 2018.

—
EDWINA DUFFY
Senior Project Officer
State Library of NSW

and

—
CATHY HAMMER
Communications and Editorial Officer
State Library of NSW

Editors

Introduction

With the increase in library collections and services now available digitally, people may think that the need for mobile and outreach services has decreased. However, the State Library of NSW observes that library users prefer to access library services through multiple channels, in person and online. It is not a matter of 'either/or'.

Mobile and outreach services are still essential, as not everyone can access a physical library branch, and not everyone has digital access to library collections or services. People who are able to visit a library and access its services online still benefit from outreach services, encouraging more regular and convenient library use. Outreach is also a very effective promotional activity — a way to attract non-users.

As well as members of the community who are more vulnerable than others — such as elderly and housebound people, and people with disabilities — those who live in remote areas of NSW also face major barriers to accessing library services, such as poor internet connections and physical distance to the nearest branch. The reach of mobile and outreach services across NSW public libraries is astounding: Broken Hill's Letterbox Library serves a region where eight library staff cover a geographical area of about one-third of NSW, and Goulburn and Snowy Monaro's mobile library membership represents nearly a quarter of total library membership.

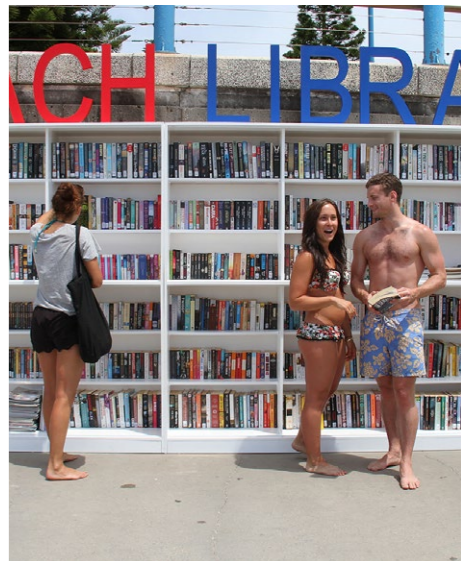
Grouped into three main themes — mobile, outreach and pop-ups — the articles in this issue of *Public Library News* outline services that share common aims of supporting literacy, digital literacy, lifelong learning and social inclusion. Pam Veiss, Library Manager of Snowy Monaro Regional Library, captures this in her description of their mobile library service: 'It is not only a library service but a social, learning, connecting place' (see pages 4–5).

Mobiles: The trend in mobile libraries is towards smaller, highly versatile and digitally enabled vehicles that any staff member can drive. Most importantly, mobile libraries provide a member of library staff for community members to interact with, enabling valuable social connections.

Outreach: The articles featured in this issue demonstrate how partnerships with community organisations and service providers, such as providers of childcare and aged care, strengthen outreach programs.

Pop-ups: The flexibility of the pop-up library format means that libraries can pop up just about anywhere, from swimming pools to shopping centres to multicultural fairs. Pop-ups give libraries a presence and visibility in local communities, and reach audiences that might not usually engage with their local library.

Important factors for success in mobile and outreach services include having a great team and well-trained staff, and being flexible and adaptable to respond to community needs.



Resources

State Library Mobile and Outreach Services report (2015)

As well as identifying the range and scope of NSW public library mobile and outreach service models, this report explores different outreach models and provides good practice guidelines for outreach service models in NSW public libraries.

www.sl.nsw.gov.au/public-library-services/mobile-and-outreach-services

The Australasian Mobile Library and Outreach Services Network (AMLOS)

The first-ever combined mobile library and outreach services symposium, Reach Out 2018, will be held in conjunction with the NSW Public Libraries Association SWITCH 2018 Conference in late November. amlosn.org.au

Responding to community need in creative ways

The Goulburn Mulwaree Mobile Library (aka Big Read Bus) has been in operation for approximately 18 months. We are still fine-tuning and exploring ways of promoting its services and attempting to reach those in the community who, for various reasons, do not participate in, or are oblivious to the library's services. Increasing availability of technology in what were once isolated communities and the use of the internet as a 'one-stop shop' for information provide easy alternatives to some of the traditional functions of the library. These have an impact on the number of community members seeking our services. So, does this mean we should retreat from outreach services as provided by our mobile libraries? Are we becoming redundant in an increasingly technological society that allows people to remain in the comfort of their homes as they access all the information they require? I think the answer is a resounding 'No!' Our real value lies in our ability to know our community and to recognise and respond to its changing needs and trends in creative ways. Following are some examples, ideas and approaches we use when facing the challenge of getting our message out and highlighting how library services are evolving in response to our community.

Capitalise on what is currently working

Our Young People's Services Coordinator provides a varied, well-established and popular program of activities for children and young adults. In January of this year she and other staff members took the mobile library to Belmore Park in the main street and held a special teddy bears' picnic storytime, that coincided with the second instalment of the *Paddington Bear* movie. The ACT Storytellers Guild were invited to come and add to the storytelling and entertainment. The day's events were especially well received and added to establishing the 'visibility' of the Big Read Bus and library services in the community.

Keep your ear to the ground

A chance remark to the mobile library operator revealed that one of the local primary schools was temporarily without full use of its library. After consultation with the school, the Big Read Bus has included this destination in its regular schedule. This has resulted in over 100 children attending the mobile library on each of its visits so far.

Added value

During a recent visit to one of our rural communities, the mobile library staff provided a basic tutorial on exploring the library's home page and searching the library's catalogue. Listen to what your regular clients have to say — they often hold the key to enriching the services we supply.

Working with schools

Keep in mind that schools have set class times and curriculums. If a storytime is included in our visits, we ask for advice from the teachers and use this to inform our story choices.

Be adaptable

Despite our best efforts, some destinations don't work. Rather than seeing these efforts as unsuccessful, they are better viewed in the light of establishing a presence and raising our profile in sections of the community who don't traditionally seek out our services. At some point in the future this destination may be the perfect venue for a one-off event.

Promotion, promotion, promotion

We use social media, the library's home page, radio interviews and even the occasional letter drop to keep the mobile library and its destinations in the public eye. Many of the rural groups and villages that are part of our regular destinations produce monthly newsletters. These are effective ways of reaching that part of the community that doesn't engage with social media and we are currently working towards contributing a library news segment on a regular basis to each of the newsletters in our area.



There's always another destination

Just when we think we've exhausted all likely destinations, another possibility presents itself — maybe storytime for children at the local hospital would work...

MARIA DALY
Mobile Library Operator
Goulburn Mulwaree Library

Our real value lies in our ability to know our community and to recognise and respond to its changing needs and trends in creative ways.

Launch of Goulburn Mulwaree's Big Read Bus Mobile service in October 2016

Snowy Monaro mobile library makeover

The mobile library has been serving the Snowy Monaro region since 1962. In those days, it travelled to Cabramurra, the highest town in Australia, to visit a thriving community where Snowy Hydro workers lived. Back then, it was a small truck — often challenged by snow and sleet as it delivered a selection of books to the school, township and other hamlets in the region. In 1990 a new van was purchased which took in the wider areas of the then Cooma-Monaro, Snowy River and Bombala local government areas.

As the service flourished a bigger and better mobile library was required, which saw a semitrailer purchased second-hand from Riverina in 2000. Some modifications were made at that time, but with funding from a Public Library Infrastructure Grant in 2015, a complete refurbishment was made possible. And what a makeover it was! New carpet squares, LED lighting, blinds, fresh paintwork to the shelves and circulation desk, a complete overhaul of the internet and public access PC space with new PCs and printer, additional shelving, a new generator and air conditioning unit. Our patrons and school children were delighted. One user wrote in our visitor's book: 'Fresh, bright, clean and welcoming — great job in brightening our favourite book store'.

Last year we went a step further and put a new wrap on the outside of 'the bus', as it is affectionately referred to by all the users. The concept was the

vision of our Mobile Library Operator, Anthony Coxon, and was a year in the making. He wanted the trailer to reflect the vistas and breadth of all the areas he drives through; from the snow-covered mountains, to the rivers, rocks and plains. A partnership with staff and local professional photographer, Charles Davis, saw the merging of five photos to reflect the expansive landscape and fauna, with the highlight being a beautiful echidna in the snow. It also includes Slaven's Hut in Kybeyan and the Dalgety Bridge crossing the Snowy River. The kerbside panels show all the services offered by the library in a fun bookshelf, amidst the grassy plains of the Monaro, while the back has a bright and legible map of all the townships visited. The mobile was off the road for a full month while the work was carried out, but the continued support and the wonderful appreciation of its users has never dwindled.

The new-look mobile was launched at Nimmitabel in June 2017. The 40 children from the primary school were treated to a special chat by Charles on the details of his photos, and the local preschool visited for a special storytime. Over 70 residents turned out in very cold weather to welcome and be delighted by the new wrap and to show their incredible support for this regular service offered to their little township. One patron wrote: 'The bus looks amazing! I love how one side tells a story of the district while the other is like a peek inside the library'. 'The colours are great too. Great to see the bus we care about getting some TLC.'



The mobile library visits 17 locations across the region and drives 800 km per week. There are approximately 6000 items on the truck, and with 1600 members representing 22% of the total library membership, over 15,000 items were borrowed last year by the mobile users. They are very proud of their new-look truck and the valuable and reliable service it provides to the outlying townships in the region. They love their 'book bus' and Anthony, and would be totally lost without it.

It is not only a library service but a social, learning, connecting place with a sense of ownership and pride for the community, providing fantastic customer service and a wide range of resources. Long may mobile libraries live!

PAM VEISS
Library Manager
Snowy Monaro Regional Library

There are approximately 6000 items on the truck, and with 1600 members representing 22% of the total library membership, over 15,000 items were borrowed last year by the mobile users.

Snowy Monaro's new-look mobile library — the driver's side depicts the vast areas the mobile travels to, delivering the library services to the region

The Rover

Lake Mac's new mobile service



Lake Mac Libraries reviewed its mobile library service and looked at options for a new type of delivery in 2017. Lake Macquarie City Council is the seventh largest regional city in NSW, distributed around the lake in 95 communities, including nine town centres. We found what existing customers valued about the service was access to collections through reservations and browsing, social connections in their neighbourhood and the ability to engage with library programs and services. We also wanted to access residential villages and new estates in the area. This new-look mobile service also had to be suitable for promotional activities and outreach with a vehicle that all library staff and departments could drive and use.

We opted for a long-wheel base high top Mercedes Benz sprinter, fitted with adaptable shelving and technology, awning, inviting furniture and a great

visual presence — the Rover. The Rover's exterior, designed by Australian illustrator, Tim Meakins, represents the unique value of a modern library. The illustration expresses the themes of exploration, creation, connection, transformation and growth — core ideas of Lake Mac Libraries.

With improved manoeuvrability and greater flexibility, the mobile service expanded to include local events and festivals. The Rover has a full festival set up with furniture providing a chill-out zone. The Rover has attended major festivals, markets, local history events, community gatherings, kids' weekend sport and pop-ups at local retailers, shopping centres and beachside parks. The Rover is available on request for community groups, preschools and schools, and residential facilities and villages, broadening the library's reach in the community. Programming, technology and stock is

tailored to specific user groups. The Rover has also been used to deliver traditional literacy and technology programming with storytimes and e-collection education. Technology services aboard the mobile library focus on improving digital literacy and engaging the community with new technology — the Rover regularly does 3D printer demonstrations at its weekend pop-ups.

Instrumental to the success of the Rover is a great team. Rover operators have knowledge of the whole library service and what it can offer to each person and their community. Customer service, tech skills, readers' advisory, and connecting people to the right services and programs have made the Rover a great addition to Lake Mac Libraries.

—
FIONA WATSON
Librarian Aged Services
Lake Macquarie City Library

Lake Mac Libraries staff with their new mobile library service, the Rover

New mobile library supports outreach programs

Queanbeyan-Palerang Libraries took delivery of a fitted-out Mercedes Sprinter van thanks to generous grant funding from Queanbeyan-Palerang Regional Council (QPRC) and a Public Library Infrastructure Grant. It has been stocked with a selection of library materials to cater for all ages, and we endeavour to deliver a range of library services to our regional communities, with 11 stops currently on the fortnightly schedule. The introduction of the mobile library service has allowed us to be a visible community presence in a new and exciting way. We are collaborating with other sectors of our council and community associations to bring library services to the community. The Queanbeyan-Palerang Libraries had an active role in the Queanbeyan Multicultural Festival for the first time this year. This was an excellent opportunity to engage members of the community who were not familiar with all the services the library offers. The mobile library was open throughout the festival and visitors were welcomed onto the bus, where they could join the library, browse and borrow from the collection and discuss library events and programs. One of our staff members provided a special storytime session for families in the park, which was well received. Joining us on the day was LiBEARy, our trusty library mascot.

Queanbeyan-Palerang Libraries has also used its mobile library to

provide extra support services to family daycare educators in the region. QPRC recognised that there are some educators with several children in their care who are not always able to access the library, so we decided to take the library to them. Both educators and the children had the joy of selecting books of their choice and then having a library staff member provide a fun storytime for them in a relaxed setting.

Queanbeyan-Palerang Libraries has recently commenced Tech Time classes at a local community hall in conjunction with our mobile library visit to improve digital literacy for seniors. This is an extension of the Tech Savvy Seniors program, with a PowerPoint presentation, iPads and Android tablets available for use and staff members on hand to answer the tricky questions.



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We will continue to attend events in our region to promote our library services (including the mobile library), to new and existing audiences as socially inclusive, community spaces for lifelong learning and knowledge expansion.

—
AINSLIE AUSTIN
Resources Librarian
Queanbeyan-Palerang Libraries



/02

01 Queanbeyan-Palerang uses its mobile library to support daycare educators in the region with storytime sessions

02 The new Queanbeyan-Palerang Mobile Library

Kyogle & Casino reach out to schools



When the small community schools in our LGA (local government area) were unable to be serviced by the mobile library because of unsuitable road conditions, an email was sent, asking if they would like to receive regular visits to their schools from Kyogle Library. The aim was to have Kyogle Library's service not limited to the library building, but to take the library on the road and reach out to the outlying small schools and preschools located in old village areas. Most of these small schools and preschools have between nine and 30 students each. From year to year these schools struggle to survive and because their numbers fluctuate, their school libraries are often under-funded and poorly resourced.

The response was instant, with replies from three schools and three preschools, each a 30- to 45-minute drive away and

all in different directions from Kyogle. The library outreach visits were tailored to support each school's curriculum, staff needs, classroom needs and student homework as well as personal interests. Library staff used their own car and were reimbursed for travel costs. The visits began with an introductory Welcome to Kyogle Library talk, which discussed membership and services. With the school's support all children were encouraged to become library members so that they could borrow books.

After the introductory visit, a schedule was set up for each school or preschool to have an hour-long visit on a fortnightly or monthly basis. With input from each school, the visits were tailored to include a themed storytime, a simple craft session for the pre-primary K-2 classes, and a book club discussion group with the

primary school-aged kids in years 3-6. But the highlight of each of the visits was always the browsing and borrowing of books. Two to four crates of materials were provided for the staff and students to choose from. The program also prompted schools to add extra visits to Kyogle Library when they came to town for swimming or other small school get-togethers. The visits continue in 2018 with more small schools showing interest in the service.

In 2017, when Kyogle Library was asked to run a storytime at a local monthly market — the Kyogle Bazaar — we decided to set up a full pop-up children's library instead. We set up a children's area with mats and a book stand; we ran our October kids' activities, which were themed around Halloween, with a Lego kit, calm-colouring-ins for a variety of ages,

Casino's mobile library visits Bentley Preschool for storytime

Ku-ring-gai's Libraribus



a simple bookmark craft, free lucky dip, and Halloween sweets. A felt board advertised all children's and adults' programs and events for October to November and promoted membership and library services. The pop-up library was visited by 30 adults with 39 children on the day, with 84 junior titles given away. It was a successful and fun activity for Kyogle Library which will definitely be done again!

Casino Library provides outreach services to preschools and primary schools that are unable to visit the library due to distance or operational guidelines. Up to 10 outreach programs are delivered each week. This includes twice-weekly storytime visits to Jumbunna Early Childhood Intervention Centre for children with disabilities or delays in their development, from birth to school age. Twice-weekly visits to the Baptist Community Preschool support the programmed topic of learning for the week, as do the fortnightly visits to Bentley Community Preschool. Once a month, storytime is also held onboard the mobile library for Bentley Preschool. Fortnightly storytime visits to the rural public school at Stratheden engage students from K-6. All our outreach programs include stories, songs, action rhymes and puppets. The program is designed to appeal to the various sensory and participatory needs of individual children. Educators often ask for copies of the songs and rhymes used on the day for future use in the classroom.

GARY ELLEM
Manager Regional Library
Richmond-Upper Clarence Regional Library

The Libraribus, offering free door-to-door transport for needy residents in the Ku-ring-gai Council area, is a unique service that the Council offers to its community, and one of its kind in Sydney. This service has operated for nearly 30 years, beginning in 1989. According to ABS data, 23.3% of Ku-ring-gai's population is above the age of 60, with that number set to grow. Our Libraribus, a comfortable eight-seater, was recently upgraded to include a wheelchair lift. We have clients using wheelchairs and a client with a visual impairment among our regular 60 members. This service is greatly valued by the community, with one of our clients commenting that: '... it's reassuring to hear how Ku-ring-gai Council respects its elderly people...'

The service particularly caters for frail and elderly residents, and

people who are unable to travel on their own or find it difficult to use public transport. It not only provides transport to the library, but also gives a sense of support and confidence and helps the social wellbeing of the community. Some people use the Libraribus on a short-term basis, perhaps while recovering from illness or surgery; but some people have used the service regularly for many years. Library members can be picked up from home and driven to their local library on scheduled days where they can spend 30 minutes choosing items to borrow and consulting library staff before returning home.

GAYATRI KRISNAMURTHY
Information Services Team Leader
Ku-ring-gai Library

Ku-ring-gai's recently refurbished Libraribus

Hills Libraries partner with community care

A partnership between The Hills Shire Libraries and Hills Community Care (HCC) to bring library services to less-mobile members of the community has gained in strength since it was developed in 2016. A significant part of The Hills Shire Council, Hills Community Care provides services for the frail-aged, people with a disability, and their carers. They offer assistance so that people can maintain an independent and quality lifestyle. A part of this service is the social day program that arranges transport to the centre for many people to socialise and participate in activities, groups and hobbies.

The first library visits to the centre started as a promotional tool for resources, with staff delivering information sessions on how to access ebooks and audiobooks. From these initial sessions staff realised that people who met at the centre may be unable to get to their local library, yet they were still mobile and didn't require a home library delivery. The idea of providing a library service was discussed and Hills Community Care staff were very keen to offer this to their customers. From initial discussions staff knew that a bulk drop off onto shelves, with no interaction from staff, was not going to be optimal. Based on survey results, we decided to provide a lending library, realising, however, that Hills Community Care staff couldn't be expected to maintain this over a long period. To overcome

this, another partnership was developed with the Friends of The Hills Library volunteers to assist staff with set-up and lending. Client surveys also helped to shape ideas of what types of items should be included in the library each time, and helped to promote the new service.

Transporting items was a challenge in terms of providing enough variety for groups with up to 30 members. A mix of items are stored onsite and then set up each visit by the volunteers. The library's courier service, already used to transfer items between libraries, was engaged so that library staff can refresh the HCC Library collection every two months. Volunteers take requests for items on specific subjects. One customer had requested books on making looms, and then went on to make a loom, proudly sharing his pictures with others. An iPad makes issuing items to the library management system easy and means customers can take them home that day. We have learnt some lessons:

- it's easier to keep library cards onsite rather than asking customers to remember them
- bring some books around on trolleys to help less-mobile customers
- enable Hills Community Care staff to accept returns on any day.

A key development of the partnership has been providing a library to Mandarin and Maltese speaking groups. Utilising the State Library's multicultural collection, this service has had a great impact on the members of these groups, who were unaware



they could borrow books in their own language, and are very appreciative every visit. One of the Maltese group members found a book she hadn't read since she was 17. She was so excited, she took it home and showed her sister. One of the outcomes in The Hills Shire Library Service 2016–20 Strategic Plan is 'a connected inclusive community engaged in lifelong learning and creativity'. Providing this service to some of the most isolated members of the community has helped us reach that outcome. With over 80 members and almost 2000 loans between them, many have renewed their connection to the library and discovered a love of reading and learning again.

—
ERICA MELLAN
 Development Officer
 Projects and Promotions
 The Hills Shire Library Services

Members selecting items to borrow from The Hills Community Care Library collection

Big Book Club

The Big Book Club is a wonderful example of how reading can bring people together to share what they know of life and to learn some of what they don't. It grew from our desire to unite our community through reading. It is proven that reading for pleasure reduces stress, heightens empathy, slows the onset of dementia, and makes us more active and aware citizens. Book clubs and community reading programs extend these benefits by creating opportunities to explore together the issues that are relevant to our lives. The partnership between Newcastle and Port Stephens on One City One Book for the Library Lovers' Day Big Book Club in 2017–18 is the second major collaboration between the two library services funded by a State Library collaboration grant.

In 2017, our first One City One Book and Big Book Club, featured the well-known and loved *Jasper Jones* by Craig Silvey. The choice was enhanced by the serendipitous arrival of a film and play in time for our book club. Our challenge for this year was to find a book that would tick enough boxes and attract enough readers to justify the title Big Book Club. One of our staff picked up *The Birdman's Wife* by Melissa Ashley early last year and immediately knew that this was the book we needed. It is beautifully written and tells the story of a truly inspiring woman – natural history artist Elizabeth Gould. It has a local connection and last, but not least, we have Gould books in the Newcastle



Local History collection. Thirty hard copies of *The Birdman's Wife* were made available, as well as a book club kit consisting of 10 copies, audio books, multiple ebooks, and e-audio books.

One City One Book was launched in early December with a reading of the letters of Elizabeth Gould from Newcastle's rare book collection, broadcast live on Facebook. On 14 February, Library Lovers' Day, 170 keen book-clubbers, including two bus-loads from Port Stephens, flocked to the Newcastle Conservatorium Theatre, which was the venue for the Big Book Club. There they enjoyed wine, cheese and a panel discussion with the author, Melissa Ashley, and Anne Llewellyn, Lecturer of Natural History Illustration at the University of Newcastle, moderated by Sue Ryan, Local History Coordinator. Other events were developed around the Big Book Club, such as:

- a display of Newcastle Library's 30 Gould volumes

- Sue and Melissa travelled to Raymond Terrace, Newcastle and Tomaree Libraries to talk about Elizabeth Gould and the Gould collection.

The Big Book Club was the perfect way to celebrate Library Lovers' Day, the success of the event was evident in the buzz of conversation as the audience gathered before and after the event, with complete strangers stopping to chat about the book and the issues raised by it. The Big Book Club is now a permanent fixture on the Newcastle and Port Stephens cultural calendar and can only become bigger and better in the future. The challenge for us now is to choose the perfect book for next year's even bigger Big Book Club.

—
PATRICIA ANNETTS
 Cluster Coordinator
 Newcastle Region Library

and

—
SUE HEENAN
 Branch Librarian Tomaree Library
 & Community Centre
 Port Stephens Library

The Gould books draw an audience at Raymond Terrace Library

Central West Libraries reach out to childcare centres

Central West Libraries (CWL) continues to experiment with pop-ups and outreach services whenever possible to showcase services, address identified needs and maximise exposure. CWL introduced an outreach service to Orange City Council childcare centres with the aim of promoting library membership, services and programs and encourage literacy among preschoolers. This was introduced in the *Public Library News* Winter 2017 edition on Partnerships, pages 16-17. Courallie Park Child Development Centre is the flagship centre that has joined the program to offer membership and lending services to children enrolled at the centre. Their enthusiasm has been important to the success of the program and a key element in winning a NSW Public Libraries Association Marketing Award in 2016. The Award recognises initiatives that respond to the library's community and which may be applicable in other library services in NSW and elsewhere. In addition to the prestige associated with the Award, CWL received \$1000 which has been used to purchase more resources for the childcare centre's collection.

The pilot childcare centres initiative with Courallie Park Child Development Centre in Orange gained momentum during the year. Under this program the centre became a special branch of CWL with centre staff using a version of the Spydus library management system to issue and return items from



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a constantly refreshed collection of age-specific resources. Children enrolled at the centre were registered as library members and became eligible to borrow from the centre's collection, as well as from all CWL branches. The centre holds special library days for borrowing from the collection.

Early Childhood Teacher, Belinda Bennetts, explains the benefits of the outreach program. 'It's an opportunity for those families who don't get a chance to get down to the library to borrow books. It all helps with books and reading and develops their literacy skills.' According to Belinda, it also 'helps to teach them to take care of something that doesn't belong to them and it gives them the skills to borrow books when they get to kindergarten or go down to the library'. Seventy-six per



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cent of the enrolment has joined which brings a previously untapped target group to the library. The childcare staff also use the collection of age-specific books for two- to five-year-olds in the classroom and for literacy-based activities. Most recently, CWL has added Yarrawong Children's Centre, Orange, to the program and they are

01 Lachlan, Cooper, Frankie and Jax choose books from the Central West Libraries collection at Courallie Park Child Development Centre, Orange
02 Lining up to get Central West Libraries books scanned at Courallie Child Development Centre

Outback Letterbox Library

in the process of registering their children for the service.

The collection is supplied by CWL and is catalogued and processed by their staff. Library staff also supply training in the library management system and provide refresher training on web circulation at the childcare centres. Collections are rotated between the childcare centres and Orange branch library and books can be returned to the childcare centre or any CWL branch. The library books are kept separate from the childcare centres' own collections. The centres continue to use their manual borrowing system for their own collections. CWL Technical Services Library Technician, Lyn Bugden, said the project is thriving. 'It has been well received. Staff in childcare centres are enthusiastic and children enjoy having different books to choose from', Lyn said. 'Often children leaving the childcare centre to go to school leave behind their library bag for the next lot of children – so everyone gets a library bag. They also love their special library days. Library cards are given to the children when they graduate from preschool so they can continue their public library experience. The project is an ongoing outreach program to other council-run childcare centres in Orange', she said.

JASMINE VIDLER
Reading and Writing Coordinator
Central West Libraries

Broken Hill is a small library, but our reach is huge. We serve about 17,800 people who live in this outback city, but with only eight staff, we also cover about a third of NSW. Our catchment area runs from the Queensland border south to Victoria, west to South Australia and as far east as Brewarrina, taking in about 238 square kilometres. The Outback Letterbox Library was established in 1977 and offers a free service (funded by the Library Council of NSW) to people who live too remotely to access a physical library. Many of our members live on grazing properties, or in towns too small to support their own library. To a city-dweller, it may seem that technology has made this service redundant, but this is far from true. In Far West NSW, internet services are often unreliable and patchy, meaning resources sent by mail are still an important part of life. Loans are sent out in sturdy, green vinyl bags: books, magazines, DVDs and talking books. If we have it for loan, we can send it. We even do interlibrary loans for our outback members. Each bag includes selection sheets, which allow customers to request items. Sometimes these will be specific titles, but often just a general request (eg gardening books, picture books). A staff member selects and packs the items, which are then delivered by post, courier or plane, depending on the location. Members of the service have a six-week borrowing period and their record includes a history, so staff



can identify what has been borrowed previously. One of our customers has commented that 'having a bag of books is like getting Christmas every six weeks'.

JACQUI SMITH
Library Assistant
Broken Hill City Library

Flynn unpacks his library bag at Kalabity Station, care of Broken Hill's Outback Letterbox Library

Digital inclusion project

City of Parramatta Library has recently worked with the council's Community Care Services to run a digital inclusion project. The purpose of the project is to train volunteers from Community Care in delivering digital skills to people who are housebound and not able to come to a centre or the library to learn. It is a project initiated by the library as we have previously run digital programs to support community learning, and have a history of partnership programs with the Seniors Centre. For our library members who are unable to visit, we offer a Library Home Service which also provides some digital learning. The traditional role of Community Care is to deliver Meals on Wheels to its customers in the community, and through this service, the working party hoped to engage with non-library users. The volunteers recruited by Community Care are good assets for both the library and Community Care to extend their services to a new area and they are enthusiastic about the project.

As a first stage, volunteers have their digital skills pre-assessed and their training needs identified. A weekly two-hour session with library trainers was set up over four to eight weeks. Each participant will have the chance, regardless of their skill levels, to learn training skills, and mobile digital skills. So far the training manuals the library uses are mostly from previous training notes and Tech Savvy Seniors, Be Connected and Leep's websites.



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The sessions use mobile devices (smartphones and tablets) and are focused on social media channels such as Facebook and Instagram, apps like NSW transport, MyGov and YouTube, as well as cybersafety and internet costs.

As a second stage, Community Care will identify a few of their customers who already have a device, data connection and who are willing to learn. The trained volunteers will help customers join the library and teach basic skills such as email, browsing the internet, reading a newspaper, access to online government services such as MyGov and ATO, and how to connect with their loved ones. The team has also applied for funding through Be Connected to look at issues such as home internet connectivity, volunteers' contributions and long-term needs. Two evaluations will be carried out, one for the trainers after the first stage



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and the other for their customers. The evaluation will focus on the length of the sessions, content, trainers and learning process. The results will provide evidence for the library to develop further outreach learning programs, particularly in targeting group needs by working in partnership with others.

—
YAN ZHANG
Info Access Librarian
City of Parramatta Library

01 Participants in Parramatta's digital inclusion project
02 Learning how to use a device as part of Parramatta's digital inclusion project

Words on Wheels

Bringing books to borrowers and borrowers to books

'The bus takes me where I need to be — the books take me on an adventure along the way...' Edith, 87.

For most of us, commuting from point A to point B is a necessary, if somewhat boring, part of our daily lives. But for housebound seniors and disabled individuals it may be their only chance to leave their home each week. Woollahra Libraries' Home Library Service has created a program to ensure that those who use Holdsworth Community Centre transport for weekly excursions or daily transport have access to books and magazines as part of the Words on Wheels program.

The newly formed partnership between Woollahra Libraries' Home Library Service and Holdsworth Community Centre has seen the introduction of a number of new outreach programs designed to bring books to borrowers and borrowers to books. Words on Wheels is one of these new initiatives and its benefits are already evident — not only do the passengers enjoy reading, but awareness and membership of the Home Library Service has increased as well.

The program also provides an environmentally sustainable use for discarded books in good condition. Titles that are left over from our quarterly book sale are selected, labelled and donated to Holdsworth Community Centre to be placed on their buses and in their cars to offer



reading material to their passengers. These books can then be returned to the bus for another passenger to borrow, kept by the individual or passed on to their family or friends.

For both the library and the community centre, a key goal is easing social isolation. The initiative aims to connect individuals with the library and to encourage Home Library Service membership and the pursuit of lifelong learning. The label placed inside the book provides contact details for the Home Library Service. Those who are keen to continue reading are made aware of this service and can contact the library, thus providing a free source of marketing and a way to increase community awareness of the Home Library Service and Woollahra Libraries in general. Home Library Service members are kept informed about services offered by Holdsworth Community Centre and are connected with the appropriate people when necessary.

The Holdsworth Community Centre and its transport department support a wide range of people, including older people and those living with disabilities. Their purpose is 'to build a community where all people have the support and services they need'. They offer community transport, excursions, discussion groups, and other activities. With Woollahra Libraries' emphasis on the lifelong learning needs of the community and a vision of connecting people and ideas it is a natural partnership that benefits all who are involved.

Bringing books to borrowers, and borrowers to books is the Home Library Service's goal. The new partnership between the Holdsworth Community Centre and the Words on Wheels program brings benefits to both the organisations involved and to the individuals who use them, and increases reach into the community.

—
RACHEL VASSALLO
Community Engagement Officer - Home Library Service
Woollahra Libraries

Very happy travellers — a group visits Woollahra Library at Double Bay as part of the Words on Wheels program

Pop 'Round

Design students tackle library outreach

The need for a mobile outreach program at Bayside Library was identified in the 2016 Library Service Review, as a response to explosive population growth in several regions of the Bayside Local Government Area, where community facilities are planned but not yet built. Bayside Library already owned a small number of lightweight, portable pieces of cardboard furniture that had been used at events and festivals. However, this set-up lacked the ability to transform a 'space' into a 'place' and we felt that passers-by were not being spontaneously engaged. Through a Public Library Infrastructure Grant, we began to look at options for expanding the pop-up.

We liaised with several public library services that had been featured in the 2015 NSWPLA Switch Conference *Pop Up Libraries: Beyond the Four Walls*. Through our discussions, potential pitfalls emerged: problems with storing and transporting heavy furniture, expensive rebranding of mobile library equipment due to council amalgamations, and the discontinuation of mobile services under amalgamated councils.

Equipped with this information, locally sourced pop-up furniture and equipment looked to be expensive and also somewhat unimpressive. Dynamic, exciting designs could be purchased from the USA and Europe but exceeded our \$10,000 budget. Since we had experienced positive

outcomes collaborating with students on joint projects in the past, we felt that perhaps this was an opportunity for a mutually beneficial design project.

After positive experiences on previous collaborations with university and TAFE students on broad-ranging projects from technology to social work, Bayside Libraries approached Western Sydney University's Rabbit Hole studio.

The Rabbit Hole

The Rabbit Hole is the fourth-year design studio for students undertaking the Bachelor of Design (Visual Communication) degree at Western Sydney University. A small group of students works on a brief and delivers their design concepts at the end of the semester for a client, ranging from small private businesses to large entities such as Sydney Water. Students conceptualise and create potential visuals which are workshopped throughout the semester by the client. The students work pro-bono and sign a waiver at the end, handing over their artwork to the participating institution.

The design brief

Our first step was to create a design brief for the students, outlining our intentions, explaining some challenges faced by public libraries and highlighting the importance of our digital services.

Objectives

- the pop-up library should reflect the strong design principles featured in our physical library buildings, with an eye-catching model that will engage passers-by
- finding the right fit for Bayside is not so much a question of investing funds, which would be modest, but one of imaginatively applied research and design
- expanding the pop-up library program will allow Bayside Library service to promote our physical library facilities, better understand and serve our residents, and promote our suite of digital library resources
- flexibility is key – the pop-up library can visit a variety of locations such as disused shopfronts, parks and reserves, train stations, busy shopping strips, shopping centres, festivals, Sydney Airport, events, housing developments etc
- through the pop-up library program, we aim to target both traditional library users and non-traditional users such as adults aged 19 to 50 and adults without children.

Pop-up library activities

- host simple children's craft activities
- increase membership base
- experiment with virtual reality technology



- offer iPads for use through a wi-fi hotspot (demonstrating our ebook and emagazine providers)
- allow visitors to relax and read
- join new members to the library
- host a range of other activities.

Deliverables

- mobile unit for the storage and exploration of technologies, activities and library materials
- marketing and promotion of library offerings through signage, banners etc
- portable shade structure
- lightweight seating
- advertising/promotion for social media and digital screens
- promotion of the pop-up library program through traditional media such as posters, flyers, local newspapers, newsletters, etc
- a catchy name
- the use of images rather than text to convey meaning.

Limitations

- budget may not exceed \$10,000
- the pop-up library must be lightweight and compact enough to be moved by one to two staff members with a station wagon or similar vehicle.

The document also included the State Library's *Mobile and Outreach Services* report, Jenny Mustey's *Pop Up Libraries* report, and the City of Sydney's *Glebe Point Road Parklet Trial Program*.

The students were not tasked with designing bookcases or seating for the pop-up as this requires industrial design skills. They worked on creating a conceptual sense of 'place' that could be replicated in the real world. We recognised early on that seat and table elements could be purchased off the shelf at minimal cost and that what was most needed was a strong visual message to catch the interest of the passer-by.

Following submission of the client brief, library representatives met with participating students to discuss their interpretations of the concept. The students split into two competing groups to develop two alternative branding concepts. Throughout the competition phase, students took on feedback and brought new and improved designs back to us, each time refining their ideas and taking on suggestions. In September 2017, the Pop 'Round was acknowledged as the winner of the brief and those students went on to design a number of deliverables.

The sense of place is created through simple, portable means including branded flag bunting to be strung around the pop-up and a large three-panel screen as the centrepiece. Each panel in the screen has something different to offer – one is a blackboard with a hole cut in the centre. Visitors are invited to draw



their favourite character and peek their face through the hole for a selfie. A magnetic whiteboard panel allows staff to advertise the activities of the day and other brightly coloured panels advertise our resources. Made from post-consumer recycled HDPE plastic, as used in children's playground equipment, the panels are lightweight, strong and durable. Instead of looking at furniture designs, we looked to painting our existing cardboard furniture in brand colours.

The students designed a range of posters, bookmarks and flyers, featuring clever puns and fun graphics. The participating students signed an artwork release upon handover, allowing the library full use of the files and, importantly, permission to make minor edits as required. The project is now in its final phase with completion expected in April 2018.

ELISSA JAMES
Special Projects Librarian
Bayside Library

Campbelltown Library

Popping up at Campbelltown Mall

On the evening of 29 November 2017, as removalists and library staff began dismantling the HJ Daley Library in preparation for a major refurbishment, other library staff were busy setting up a pop-up library at Campbelltown Mall, this time located outside Woolies and adjacent to a children's play area. With an initial stock of approximately 1200 popular books, DVDs, magazines and picture books, the library was an instant hit! The HJ Daley Library closed from 30 November to 15 December and during that time the pop-up library opened at 9.30 am each day and operated on Thursday nights and weekends. It made 1095 loans, had 1918 visits, answered 648 enquiries and joined up 54 new members.

It was also a fabulous promotional opportunity and enabled us to connect with people who might not make it to one of our libraries. It reminded our community of the great services and resources offered by the local library. Many parents and children took the opportunity to enjoy stories and reading on the bean bags after playing in the nearby play space, or joined our Summer Reading club. Visits from Peppa Pig, Bob the Builder and of course Santa Claus, also delighted our little customers.

With attractive shelving, banners, displays, comfy furnishings and great collections, the pop-up library was set up in a space of approximately 10 x 5 metres, and the Summer Reading Club theme was enhanced by a little white



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picket fence and artificial turf supplied by Campbelltown Mall. Feedback from the community was extremely positive and included enquiries about whether we could set up there more frequently! Renovations to the HJ Daley Library progressed extremely well and it was ready for full opening on 2 January. The fresh, vibrant and flexible spaces now include smart screens in our youth area and a new Connect, Create, Learn space. Great outcomes for both the temporary and permanent spaces!

JULIE LEVELL
Library Assistant
Campbelltown City Library

and

JENNIFER ROSEVEAR
Branch and Customer Services Coordinator
Campbelltown City Library



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01 Reading with Dad at Campbelltown City Library's pop-up at Campbelltown Mall
02 Happy reader enjoying the pop-up at Campbelltown Mall

Penrith's pop-up drives membership

Penrith City Library's pop-up library program evolved from our 2016 campaign to increase library membership. It aimed to visit a variety of suburbs and events throughout the LGA to capture different target audiences. A pop-up library kit was developed, including portable devices (laptops, tablets and a wi-fi dongle) so that new members could join on-the-spot. The kit also contains a range of branded library merchandise including library bags, pull-up banners and giveaways such as pens, bounce balls, rechargeable torches and coloured pencil sets.

At our pop-up libraries we are able to increase the awareness of the breadth of our services and events including Digital Help Desk, Tech Savvy Seniors training, our home library service and JP services. Our staff wear event shirts when they are out and about so they can be easily identified. They promote upcoming and regular events including local studies and author events and the ever-popular children's activities, including Babytime, Storytime, after school programs, teen activities and school holiday activities. We highlight online collections, such as Zinio digital magazines, and Libby, our ebook and audio book service.

The pop-up library fixtures and dates have been scheduled by library staff through seeking new venues and by invitation from our partners. We have visited shopping centres, the annual Penrith Show, the St Marys Spring



Festival, local schools and community festivals and expos. We have also been fortunate to piggyback on to various council events such as the Seniors Festival, the Talking Rubbish Comedy Festival, NAIDOC Family Fun Day and the REAL festival. Not only have new partnerships arisen but existing partnerships have been strengthened and the pop-up libraries have helped us to raise our profile within our own council departments, local shopping centres, community organisations and schools. Our largest pop-up library was in November 2017 at the REAL festival, which was attended by approximately 22,000 people (see *In the Libraries*, Issue No 8, Autumn 2018 for details).

What do the statistics show?

A snapshot of library membership shows that as of June 2016, our membership stood at 45,458 and we had started to arrest declining membership. By June 2017 our membership had grown to 45,609, and February 2018 statistics show that membership has jumped ahead with 49,721 members. That's a 9% increase in membership since the middle of

2017 — a pleasing and encouraging result. Loans from our e-collections (ebooks, e-audio and e-magazines) have also seen substantial growth with a 19.4% increase in the 2016–17 financial year compared to the previous year. Our pop-ups also promoted workshops and talks for adults, which along with in-house promotion, resulted in 433 attending programs from July to December 2017. In terms of staffing, our pop-up library program has seen enthusiastic and keen full-time, part-time and casual library staff getting out and about at shopping centres, festivals and shows. Staff have developed their outreach and marketing skills while building teamwork and community engagement. In 2017 at our pop-up libraries we met and spoke with over 700 new and existing residents, joined over 100 new members to the library and caught up with many lapsed members who weren't aware of some of our newer collections and services. We look forward to popping up in 2018 and beyond.

CAROLYN YOUNG
Librarian
Penrith City Library

Penrith's pop-up library on the Mondo Australian Library and Information Week

Taking it to the people

At MidCoast Libraries we offer great collections, friendly staff and welcoming library spaces – but we also offer a range of services and programs that take us out of our four walls and into the community. Our adventurous outreach program has seen us ‘pop up’ in some unique settings to take part in community events where we share the library love with as many people as we can. Pop-up libraries enable us to connect with the local Indigenous community and we are regularly invited to participate in community events including Sorry Day, NAIDOC Week, Purfleet Community Christmas Party and the annual Saltwater RealConciliation Women’s Camp. In fact, the pop-up library at the Women’s Camp has become a regular fixture and it is wonderful to see so many children and their mums interacting with books and stories in the beautiful bush at Saltwater National Park.

Seniors’ Services staff regularly set up pop-ups in aged care facilities, where they talk to residents about home library services, showcase new resources, and give home library members an opportunity to make their own selections on the spot. These visits enable library staff to make a personal connection with the home library members they select resources for, as well as to spread the word about the service.

Community partnerships also enable us to connect with people who may not otherwise use library services.



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Better Reading Better Communities is a project which facilitates one-to-one tutoring with trained community volunteers for people in the community who need reading support. The BookStart program provides a board book to every baby born in the Great Lakes area, and also provides support materials, such as information on joining the library. Both of these programs are supported by the Friends of the Great Lakes Library Service. Taking library services to the people means we can connect with people who might think the library isn’t really a place for them, and we can show them it’s actually a place for everyone!

DEBBIE HORGAN
Community Outreach Librarian
MidCoast Libraries



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01 MidCoast Libraries’ pop-up library at Saltwater RealConciliation Women’s Camp last year
02 Quiet time at the pop-up library

Summer Storytime Trail

With the sun shining over the beaches and parks, summer is the best time of year to enjoy the beauty of Randwick City. What better time to take the library on the road and engage the community in a Summer Storytime Trail than during the school holidays; a time when our weekly baby, toddler and preschool activities take a break, augmenting our school holiday activities that focus on school-aged children. Over four consecutive days in January, Randwick City Library offered outdoor music and stories for children aged 0–5 at four different stops. Each stop was themed, with participants enjoying water, sand and surf themed stories and songs at Coogee Beach, a Teddy Bears’ Picnic at Kensington Park, a dinosaur storytime at Heffron Park and pirate and mermaid stories at Cromwell Park. A total of 450 people (231 children and 219 adults) attended the 2018 Summer Storytime Trail. This year was the third iteration of the annual event – 2017 had seen a successful partnership with Waverley Library and Woollahra Libraries to facilitate a trail across the eastern suburbs of Sydney.

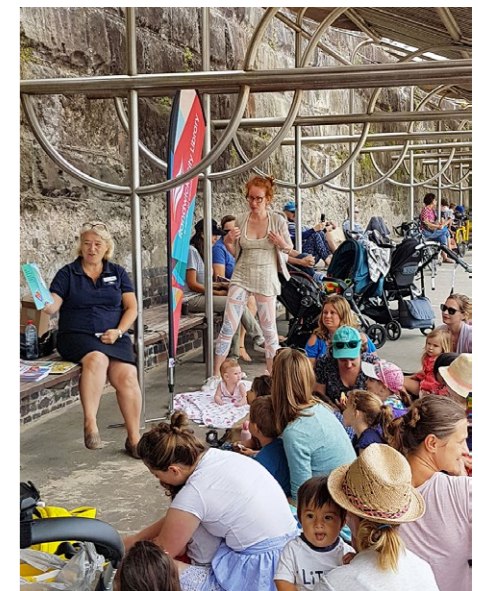
The Summer Storytime Trail not only provides a community outreach opportunity, taking the library beyond the four walls of our physical space and further facilitating social inclusion amongst young families in Randwick City, but also an internal outreach opportunity in allowing the library to take a cross-council approach



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and interact and partner with other departments such as Randwick’s lifeguards, leisure centre and outdoor spaces teams.

ERIC CONNERTON
Supervisor, Marketing and Events
Randwick City Library




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01 A teddy bears’ picnic at Kensington Park
02 Surf-themed stories and songs at Coogee Beach



Keep in touch with Public Library Services at

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