

UNLEY WORKSHOP, SA

On Saturday 12 April 2003, Friends from 13 FOL groups gathered at Unley Civic Centre for a half day workshop about – *Successful Friends: Creating Partnerships.*

The day was organized by Patricia Chigwidden, President, Friends of Unley Library and Sarah Philpott, Library Manager at Unley.

Dr Alan Bundy, University Librarian, University of South Australia and past president of ALIA welcomed members to the workshop. FOLA Executive Director, Daniel Ferguson, presented a power-point presentation on **10 Steps to Success.**

After morning tea, Sarah Philpott, Library Manager and Patricia Chigwidden, President of the Unley Friends presented papers on – **Creating Partnerships for Success.** Gerrit Stafford, Vice-president, FLSA then reported on the networking meeting of FOL's in South Australia, held recently at the State Library of SA. A panel discussion with questions then concluded the morning.



Sarah Philpott presenting her paper



Gerrit Stafford speaking on networking



Some of the participants, Unley Civic Centre

10 STEPS TO SUCCESS

- ◆ Setting a firm foundation
- ◆ Establish clear objectives
- ◆ Getting the constitution right
- ◆ Active membership targets
- ◆ Make it happen with revenue
- ◆ Gain library management support
- ◆ Establish 'PR' activities
- ◆ Be aware of problems – and solve them
- ◆ Make a 'Splash' with success
- ◆ Always be creative

*Outlined by Daniel Ferguson, FOLA Executive Director
Unley Workshop in April 2003*

Daniel Ferguson presenting FOLA Resource Book to Murray Bridge Friends



NEWS FROM INTERNATIONAL FRIENDS



FOLUSA NEWS

★ FLORIDA LIBRARY ASSOCIATION

The Florida Library Association Friends and Trustees Section recently surveyed all Florida public Libraries to gauge activity in formal Friends of the Library groups. There are more than 150 such groups in Florida. More than 40,000 Floridians are dues-paying members of the Friends' groups. Friends raised more than \$3.5 million in the last year to supplement library budgets.



★ MARYLAND FRIENDS

Friends of the Library, Montgomery County, Maryland, recently included an article "How you can help your library" in their newsletter. The article explains how library supporters can call or write letters to elected officials during the budget process. Listed are 10 points. Letters should be short and concise. The first paragraph should introduce yourself and explain why you are writing. Second and third paragraph, describe your library, its users, budget cuts that would affect service. Fourth paragraph, reiterate the importance of our libraries in the community.

★ 5 Key Ways that Friends Can Support Libraries

Service – Friends are dedicated volunteers who can supplement the library services provided.

Community Involvement – An organized Friends group is living proof of the library's value to the community.

Advocacy – An informed, active citizens' lobby can be a powerful strength for the library.

Money – Friends can raise funds for the things not included in the budget.

Public Relations – Each Friends group can be an effective public relations force for the library.



EXCERPT FROM FOLUSA MISSION STATEMENT:

"Our mission is: To motivate and support local Friends groups across the country in their efforts to preserve and strengthen libraries, and to create awareness and appreciation of library services"

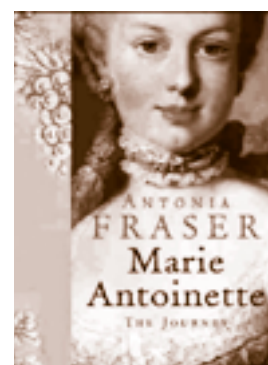
UK NEWS

A life's work in the Library...

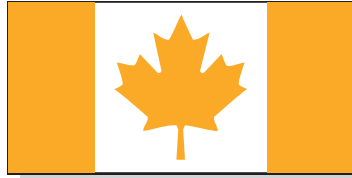


Lady Antonia Fraser (left) receiving life membership of the Friends from Lady Kenny (Chairman of the Friends)

Lady Antonia Fraser recently spoke to the friends of the British Library at their AGM on the debt her most recent work 'Marie Antoinette: The Journey' owes to the British. "I am a Friends of the British Library in every sense of the word, a paid-up Friend, I hope but I have also worked in this building since it opened, as well as forty three years in the old Bloomsbury Library."



NEWS FROM INTERNATIONAL FRIENDS



Uxbridge Library

★ **FBL helps acquire rare catechism**

A donation by the Friends of the British Library has enabled the Library to acquire a copy of the first book in English to be printed in Spanish America and the only one printed during the colonial period. Entitled *A short abridgement of Christian doctrine* is was printed in Mexico in 1787. only two other copies are recorded – one is at Harvard, the other at the John Carter Brown Library, Rhode Island.

★ **£20,000 from Friends helps score RPS archive**

The friends made their largest ever pledge to help secure the acquisition of music manuscripts that constituted the Archive of the Royal Philharmonic Society (RPS). The RPS founded in 1813 is the oldest concert-giving body in the UK. The collection includes a score of Beethoven's Ninth Symphony. The collection has been described as the single most important source for the history of music in England.



FOCAL

★ **Friends for Small Libraries – making a start**

Stephen Whelan, CEO of the Uxbridge Library, described the formation of the Uxbridge Friends group. He was interested in library volunteers forming a Friends association, and polled his colleagues and FOCAL to learn the pros and cons of having a Friends group.

They had to make some early decisions. A bank account was opened, and they had to decide who would have signing authority. They decided the process of incorporation and charitable status was a hassle for an association this small that did not yet have a full set of officers. The library has a charitable donation number. He expressed concern that at the first Friends meeting Library Board members outnumbered Friends.

The friends group was given some seed money from a recent booksale. Friends ran the next booksale, and have \$1700 in proceeds from the two

booksales. In their first year they held an Awards Night reception to recognize honorary Friends. They signed up 20 new Friends. Stephen hung a banner at the back of the room which read "Friends of the Library Big Event". Since then, monthly meetings, two booksales, an amnesty day where Friends paid for fines, a chocolate making program and a gardening talk have occurred. The events are based on interest, not on fundraising. Board members no longer come to Friends' meetings!

Visit their website – <http://www.uxlib.com/friends.html>

- ★ Junior Friends in Mississauga
Mississauga's junior Friends group nearly 1,000 strong, ranges in age from 3 years to 14 years. Reasons for the Junior program include: public relations, Fund Raising, increased Volunteerism, Community Involvement, Focus Group, Promoting Reading.

Take a look at – http://www.city.mississauga.on.ca/library/Programs/junior_friends.htm



FOLA Keys to Success

SUCCESSFUL PARTNERSHIPS: *Friends and Library Management*

1. CLEAR STRUCTURE AND INTENT

- ▲ A Friends group Constitution needs to clearly set out the goals of Friends, and express what Friends will and won't be involved in.
- ▲ Delineation between Friends and general volunteering roles. All Friends are volunteers with the Friends group, and some are also volunteers in other roles (eg general library volunteers), but there needs to be clear definition of which volunteer capacity they are working in.

2. GUIDANCE

- ▲ Friends groups need to acknowledge that Library management has the task of determine appropriate directions for the Library.
- ▲ Friends then ensure that programs of Friends support these directions.
- ▲ Friends are a source of innovative and interesting ideas, then work with the library to sanction ideas in light of the library's directions, and help them to fruition.

3. SUPPORT

- ▲ Support by library management for the concept of Friends and the value of Friends.
- ▲ Support by Friends for functions of library – this may take a variety of forms (financial, political, promotional).

- ▲ Support provided by library staff eg administrative support, staff on front desk promoting Friends, and understanding from management that this is legitimate time spent by staff.

4. TRUST

- ▲ Establish a rapport and trust that the Library and Friends are working in the same direction.
- ▲ Trust that Friends will make judgements which are appropriate and support the objectives of the library.

5. COMMUNICATION

- ▲ Keep library staff informed of Friends activities.
- ▲ Keep library management involved in Friends.
- ▲ Keeping friends informed of library activities, political dimensions, staffing changes or issues, library goals and future directions.

6. TEAM WORK

- ▲ Recognise that Friends are part of the library team.
- ▲ Library management and Friends working together to achieve aims rather than working at odds with each other.
- ▲ Recognise the different strengths and abilities of Friends team members and harnessing those energies and strengths appropriately.

- ▲ Recognise that Friends membership means different things to different members, and that this impacts on how and when different members will contribute to the team.

7. INVOLVEMENT

- ▲ Commitment from Friends Committee Members – time, energy and enthusiasm.
- ▲ Commitment from Library Management – time and support for value of Friends.

8. MUTUAL BENEFIT

- ▲ Ensuring a balance between the effort of supporting a Friends group and the benefits which an active and healthy Friends group returns to the library.

9. FACILITATION

- ▲ Friends can facilitate discussion on a political and community level which staff cannot. The role of Friends in this area can be vital as friends form a link to the community and can represent the needs of the library users, both to staff, and also to funding bodies.

Sarah Philpott, Library Manager, Unley Public Library & Patricia Chigwidden, President, Friends of Unley Library, South Australia

Friends of Libraries Australia Inc. 2003

FOLA Locked Bag 1315
Tullamarine Victoria 3043
Australia

VISION, MISSION, TRUMPETS



public libraries as social capital



Dr Alan Bundy, University Librarian, University of South Australia



Abstract: Consistent with international experience, trend indicators for Australian public libraries are positive. However if they are to have recognized and achieve their potential educational, informational, cultural and social capital contribution to society they need to clearly and confidently delineate and communicate their vision, values and mission. In particular they need to assert their capacity to build social capital as a basis for increased investment by local government in new library buildings, spaces and facilities.

*Paper presented at the NSW Country Public Libraries Association conference
Public libraries light up lives Tweed Heads NSW 3 July 2003*

AN EXCERPT FROM ALAN BUNDY'S PAPER...

Just over 50 years ago, in his report on Australian public libraries, British librarian Lionel McColvin observed that 'Better library services for Australians won't just happen'. His next observation was that 'The few must lead, must fight, must persist.'

It is because the relatively few laypersons and professionals have led, fought and persisted since the 1950s that Australia overall now ranks in the top 12 public library nations, a status it certainly did not have in 1956 when the US, UK, Denmark and New Zealand were identified as the leading public library nations.²

THE IMPORTANCE OF PARTNERSHIP

The national coverage, accessibility, usage, resources, technological, program provision and return on investment basis for that claim I have explored in several papers. In one of those³ it was argued that local government must increase its investment in what is by far its most heavily used and valued community service if the public library

is to achieve its full potential for the community.

To that observation could well be added 'and all state governments need to restore and truly maintain their funding and infrastructure partnership with local government in the provision of public libraries'. In other words, state governments should not engage in the sophistry that it is local government unilaterally increasing its funding to improve its libraries rather than state government reducing its funding which has seen the ratio between local and state government funding change significantly over the years.

"99 per cent of Australians now have access to a public library and through that to the nation's total library resources, and beyond"

State and local governments may contest their relative contributions to the decent funding of this nation's largest and most heavily

used educational, informational and cultural resource. However the reality is that the achievement of public libraries for nearly all Australians derives since the 1950s from their partnership. It is a symbolic, partnership which largely explains why 99 per cent of Australians now have access to a public library and through that to the nation's total library resources, and beyond. It is a partnership which largely explains why Australia, with its large area and small and often sparsely distributed population has a greater evenness of provision, access and statewide library cooperation than, for example, the USA which still has rural areas in some states with no public rural libraries, and poor libraries in others.

This, and other papers by the author, is accessible at

www.library.unisa.edu.au/papers/papers.htm#ab.

Unlimited copying of the paper for nonprofit purposes is encouraged – permission is not required.

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For membership information:

Ph: 03 9338 0666 Fax: 03 9335 1903

www.fola.org.au

Editor: Daniel Ferguson

dferguson@fairfieldcity.nsw.gov.au

Production/Design: Alias Design

Editorial contributions, articles,
newsletters and news releases
should be sent to:

Locked Bag 1315,
Tullamarine, Vic. 3043

**FOLA Committee
meetings for 2003:**

8 October, 10 December.



Committee meetings are held at the Baillieu Library,
University of Melbourne, Parkville.

MEMBERSHIP APPLICATION



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