

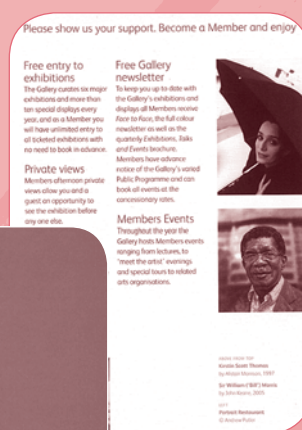
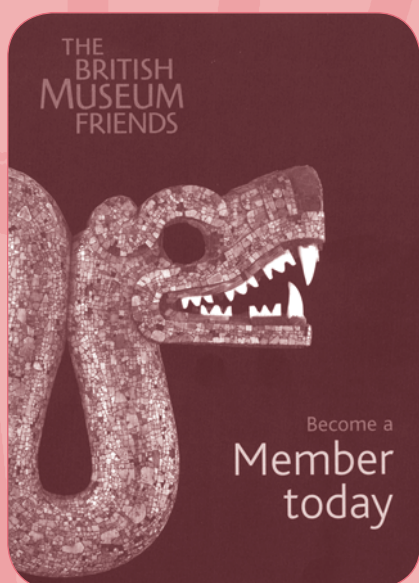
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# FOLA

NEWS UPDATE

## UK Friends ... *alive and well!*



*Friends contributing enormously to  
libraries, galleries, museums, cathedrals  
and a wide range of institutions ...*



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Daniel Ferguson  
**Executive Director**



## Friends in the UK: alive and well

**O**n a recent visit to the UK at the end of 2006, I found Friends contributing enormously to libraries, galleries, museums, cathedrals and a wide range of institutions. Friends in the UK are alive and well.

The range and depth of activities has strengthened over the past 20 years, where today, 'Friends of...' have become an established sector in their own right. In fact they are essential to the well-being of many. What is more, they are accepted into the strategic business of the institution. Obviously, I am speaking of some of the large and well known bodies in the United Kingdom ie. Friends of the British Library, Friends of the National Portrait Gallery, Friends of the Royal Academy, Friends of the British Museum, Friends of Westminster Cathedral, Friends of the V&A, Friends of Wigmore Hall, and many more.

Some 20 years ago, many of these groups did not exist, nor did Friends of public library groups around the United Kingdom. And, only after the United States, Australia and Canada, did the UK establish a nation-wide support body for Friends in public libraries. The growth has been rapid and embracing.

Like Australia, many of the now established Friends bodies in the UK have parallels in this country. In fact, museums, galleries and cathedrals world-wide have support bodies such as 'Friends'. However, one significant difference exists between these institutional Friends, and the Friends groups which are found in most public libraries across the country.

Friends in large institutions are often a catalyst for donors. Like-minded individuals with 'contacts' and money, are more common amongst large institutions. This is a model developed throughout large American institutions, along with the philanthropic development of American institutions over the past 200 hundred years, which eventually lead to the development of Friends of Library groups in the United States in the 1890s, and to the Friends of Libraries USA (FOLUSA) movement as we know it today. However, despite some variation, both in country, institution and corporate size, public library FOL groups have much to gain from such established models.

A simple overview of the benefits enjoyed by Friends of these large institutions gives cause to believe we all seek much the same things:

Regular advance information about activities; Priority bookings for events; Friends' newsletter; Being part of a dedicated team of help; A programme of events, trips and visits; Discounts for events and purchases; Occasional offers and promotions; and feeling that we are contributing the 'greater good' of the organisation.

Large institutional Friends display three particular characteristics. Firstly, they regard professional public relations as integral to their objectives. Secondly, financial strength gives rise to donating to the institution and stability of the organisation. And thirdly, being involved in the strategic directions of the institution enables all members a feeling of contributing to the good of the organisation, particularly as much professional talent is on offer, and its 'free'.

*"Only after the United States, Australia and Canada, did the UK establish a nation-wide support body for Friends in public libraries."*

## How do *Friends* **enrich** the library?

*“The Friends also assist the library immeasurably, in financial support and in providing outstanding works to the library collection”*

Take a look at the Friends of the British Library. They have a well focussed and highly professional ‘PR’ strategy, from the moment you arrive in the building, with the ‘Friends Desk’ able to direct and assist visitors to the library, along with a range of printed material. The Friends also assist the library immeasurably, in financial support and in providing outstanding works to the library collection. In 2006 they contributed £100,000 towards the cost of a new Conservation Centre. And finally, through the Friends Manager and Committee, have direct input to Lynne Brindley, CEO of the British Library.

These objectives play a part in successful public library FOL groups. Balmain Friends in NSW have an excellent ‘PR’ process with highly professional individuals and dissemination of award winning designed information, particularly the newsletter – *Balmain Bookworm*. The outstanding financial support given by the Friends of the State Library of SA over seven decades has increased the value of the collection and the new library building in Adelaide. And, Friends groups in the West Gippsland Regional Library Corporation have input into decision making at the Regional Library Board.

Strategies for success and development can be found in smaller Friends groups, just as they are acclaimed and celebrated in larger institutions.

We do well to remember, we can learn much in growing our Friends by observing other successful Friends bodies.



### **Friends of Christchurch City Libraries (New Zealand)**

- By broadening community awareness and use of library services and resources
- By supporting and promoting one of the community's greatest assets
- By supporting the freedom to read and access to information for all

#### **The purpose of the Friends is:**

- To maintain an association of people interested in books and libraries
- To promote public use of Christchurch City Libraries and appreciation of its value as an asset to the community
- To encourage the extension and improvement of library services
- To advocate and encourage strong library support to make a positive difference
- To assist in maintaining the Christchurch City Libraries as a free public library service

#### **Who are Friends of the Library?**

- Friends of the Library is a non-profit organisation dedicated to supporting the use of libraries in the community
- Friends of the Library are people who know that a community with a first rate library is a better place to live
- Friends of the Library bring together involved, caring people who are willing to advocate for excellent libraries



*Continued overleaf...*

# How do *Friends* **enrich** the library?

## **Friends of the Library Strategic directions**

### **Purpose:**

#### **Why we are here?**

- Supporting the work of libraries
- Advocating the value of libraries
- Encouraging the use of libraries
- Promoting the visibility of libraries as a community asset
- Providing social connections for book and library lovers

#### **Values:**

- Being a non-profit organisation
- Having excellent library services for Christchurch
- Having libraries available for people of all ages to access
- Having a free public library service
- Being involved in library activities
- Being part of a literate community

#### **Strategic goals:**

What can we do to make a difference?

##### *Making a voluntary contribution through:*

- Being involved in the annual booksale and any smaller sales
- Delivery 'Books for babies' packs
- Being prepared to write an article for the newsletter
- Promoting activities of the Friends to other members of the community
- Participating in any new library initiatives that will benefit from an involvement of the Friends
- Taking an active role on the committee

#### **Highlighting literacy and reading**

##### *Enhancing the library experience through:*

- Supplying libraries with extra equipment or resources to make it easier for customers to access or use facilities
- Donating lump sum payment for any new library opened

- Keeping a database of gifts made
- Providing a social connection for people to interact and discuss the value of reading, books and libraries

##### *Contributing to the financial well-being of the Friends through:*

- Fundraising for specific projects or services
- Developing a list of potential sponsors
- Exploring opportunities for sponsorship
- Retaining a structured membership fee due each year

##### *Promoting and extending our membership through:*

- Looking at how current information on Friends is displayed and promoted at each library and on the library website
- Sharing information and strengthening relationships with other similar groups
- Examining the feasibility of corporate membership
- Providing name badges for Friends
- Exploring the possibility of a 'Friends' bookmark

##### *Advocating the value of libraries and exerting political influence through:*

- Making submissions to the Christchurch City Council Annual Plan, and any other local government documentation requiring feedback

##### *Planning for future growth and development through:*

- Reviewing goals regularly
- Encouraging the involvement of members
- Having an interesting AGM speaker
- Gaining feedback from members and library staff on a regular basis.

*(Strategic Review adopted by FOL committee 25 October 2005)*

*"Enhancing the library experience through supplying libraries with extra equipment or resources to make it easier of customers to access or use facilities"*

# Friends around Australia



## News, Events & Ideas...

### **Geraldton (WA)**

In November the library hosted 'One Book 2007' and 'The Great Literary Debate' at the last event for Friends in 2006. Author of 'The Book Thief' Markus Zusak entertained about 80 people attended an evening at the library in February. The Shire has indicated exploring the feasibility of constructing a multi-purpose use library in the educational precinct near Geraldton Universities Centre. Friends await the outcome!

### **Thuringowa (Qld)**

In 2006 the library won the Queensland Public Libraries Association Public Library of the Year award. Perhaps with a little help from the Friends! At the October meeting the committee agreed to sponsor a display cabinet which will be placed inside the entrance of the refurbished library. Five Year membership certificates were presented to members in November along with Ten Year certificates to four members.

### **Toowoomba (Qld)**

Celebrating 9 years, the Friends Annual Report and President, Terry Carter presented highlights of a very successful year. In 9 years they have contributed over \$70,000 to the library, especially to the Access Centre. Terry also mentioned the wonderful support from Library Manager Ros Cousins and her staff. A great newsletter in February 2007 marks many achievements.

### **Barossa (SA)**

Once again *The Advertiser's* Big Book Club, the Barossa Library and the Friends have combined to present Meet the Author in March, when Tasmanian writer, Richard Flanagan was the guest at Peter Lehmann Wines Cellar Door.

The very successful Young Writers' Competition and the Local History Competition are important events presented by the Friends each year.

### **Salisbury (SA)**

Bill Hulme, President, in his December newsletter, thanked all Friends who unselfishly give much free time to the Friends Shop. Special acknowledgement was given to Derek and Mary Verringer's conscientious involvement at Shop Managers. The Friends also supported 'One Book One Salisbury' a Book Club where everyone was encouraged to read the same book during August to October. The Friends purchased a coffee machine for use by patrons at the newly refurbished Para Hills Library in March.

### **Murray Bridge (SA)**

A new initiative in August was "Tapping into the Oldies" to interview, record and publish stories of elderly residents in order to preserve their history as part of the local history of the town. During the past 12 months they have held Mini Book sales which have raised \$870. Three street booksales were held during the year averaging \$180. The main fundraiser was the Annual Spring Garden Party held in the Local Government Centre when 90 guests attended. They raised \$300 profit from a door entry raffle. Recently, the Friends have purchased stereo equipment and bean bags for the Teens section and a Big Book Stand made for the Childrens section. A local retiree came up with a fantastic wooden stand, donating his time and the Friends paying for materials. The Friends recently revamped its web site, along with photographs.

### **Willunga & Aldinga (SA)**

In October, the Friends welcomed a visit from the State Library Friends and the Southern Fleurieu Libraries Friends. After a tour of facilities and a sumptuous lunch, they heard from budding young writer Milton Penhaligon who was able to attend a writers camp in Victoria and consequently win a trip to Austria to further his studies. The winners of the writing competition "A Library visit I'll never forget" were then announced, with four winners in both the Adult and Junior sections.

*"The Friends purchased a coffee machine for use by patrons at the newly refurbished Para Hills Library in March (Salisbury Library)"*

# Friends around Australia

## News, Events & Ideas...

### Port Macquarie-Hastings (NSW)

The August Literary Lunch was a great success with guest speaker Susannah Fullerton. Around eighty members attended and it appears that this event is now an annual calendar attraction. In February the Friends celebrated one year since the launch of the successful *Bookstart* program. *Bookstart* is an information pack and board book given to all new parents giving birth at Port Macquarie Base Hospital, to encourage reading from a young age. *Bookstart* packs are funded by funds raised by the Friends, primarily from Booksales.

### Blue Mountains (NSW)

It's a novel idea for book lovers — Sally Watson, Friends of Blue Mountains Library recently presented a postcard to Library Manager Vicki Edmunds. The postcards are to be mailed back to the library telling staff why you love the library.

### Wingecarribee (NSW)

February speaker was Michael Keenan author of the *Last Horse Standing* and other books, and in March the Hon Kevin Rozzoli former Speaker of the Legislative Assembly and author of *Gavel to Gavel: An insiders view of parliament*.

### Balmain (NSW)

Historian, Paula Hamilton was the guest speaker at the annual Christmas function in December. In March they held a Bring and Buy Book Sale. Unfortunately, Council have put on hold the plans to extend and improve the library facilities due to an issue relating to Ficus Hillii trees. *Very sad for Balmain who have campaigned tirelessly for improved facilities!*

### Gladesville (NSW)

The future of the Gladesville Library in Sydney's north has been secured after the council voted unanimously to accept the recommendations of a committee formed to resolve the uncertainty over library funding. This follows a campaign — Save Our Library. As a result a Friends group is being formed for Gladesville.

### Wagga Wagga (NSW)

The Friends of the Library recently contributed to the travel and accommodation costs for the local winner of the Riverina Regional Slam Poetry competition to travel to Sydney. The local competitor was Joseph Appleton, who came second in the final round.

### Liverpool (NSW)

*This group was one of the strongest groups in Australia some years back, in the late 1980's and early 1990's.*

The group has been reactivated with an active program for 2007, February to August. Bus trips, speakers, food demonstrations and luncheons. The Library recognises the contribution of the Friends for adding to the social capital of Liverpool.

### Altona (Vic)

Staff and the Mayor, Cr Hardinge joined the Friends at their annual Christmas function at the Altona Bowling Club. The small booksale in February made over \$450. The Friends of Altona and Williamstown combined to donate \$500 to assist in running the *Big Arvo* function for children aged 8-12 years.

### Bendigo (Vic)

Sausage sizzle in the library gardens accompanied the launch of *Faster than lightning* by Pam Harvey and Michael Panchridge. This was regarded as a good day for recruiting new members.

### Mooroopna (Vic)

FOLA foundation President, Hon Peg Lusinck was guest speaker at the launch of a new group in Mooroopna. About 80 people attended (a fantastic outcome!) including the lady Mayor of Shepparton, two local members and one federal member and one state member.



*"FOLA foundation President, Hon Peg Lusinck was guest speaker at the launch of a new group in Mooroopna."*



## Essendon (Vic)

Another new group has been formed in Essendon. After numerous attempts in previous years, we look forward to this group's success, thanks largely to the efforts of local library user, Joan Phelps.

## National Library (ACT)

The Friends of the NLA have established a Friends Book Club. They meet on the last Tuesday of each month from 7-8.30 pm in the Friends Lounge. All participants must either be members of the Friends or be willing to become a member. At each meeting, a new coordinator is selected from amongst the group for the following meeting. The only responsibility of the coordinator is to get the discussion started, and break the group up into smaller discussion groups as required.

*"Fortunately for our community they are a dedicated and cheerful bunch who make the best of things. It is hoped the new building will be ready to occupy early in 2008."*

## Stirling (SA) – success at last!

*From Sue Rodwell, Secretary*

Stirling is delighted to report that its new library is currently under construction. The present library building is bursting at the seams and the staff is working under extremely difficult conditions. Fortunately for our community they are a dedicated and cheerful bunch who make the best of things. It is hoped the new building will be ready to occupy early in 2008. This will give a much more library space to support the collection of 45,400 items and an average 728 visitors per day. The Stirling library is the administrative hub for the Gumeracha, Woodside, Stirling and Mobile Libraries, as well as managing the home borrowers program for residents of the Adelaide Hills Council.

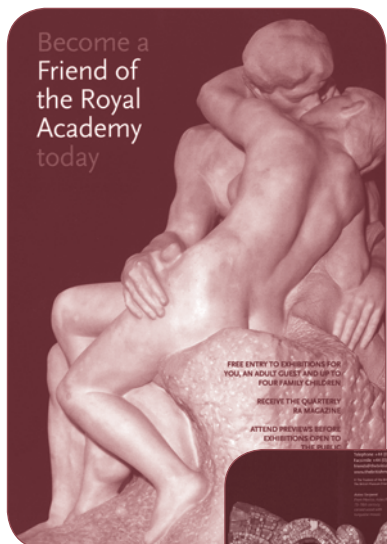
At the suggestion of Dr Alan Bundy AO, President of FOLA, and a local resident, the 2006 AGM gave approval to the Committee to change the membership fees of the Friends to a donation rather than a fixed sum. This has resulted in a 40% increase in membership numbers. Donations ranged from 50 cents to \$20 and did not result in less income overall.

We are very excited at the prospect of a contemporary library building in Stirling village and its value to our community.



# Friends give *so much* ...

## UK Friends



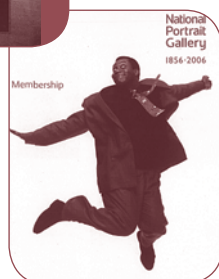
Every one of our Friends helps...



*The Friends contribute enormously to the community...*



*As a member you can make a vital contribution...*



*There are many benefits of being a Friend*





# Six Basics of Working with *Volunteers*

**from FOLUSA and the Minnesota Association of Library Friends (USA)**

1

**Planning** – Define your project clearly, and always seek the approval of your librarian. Divide your event into ‘chunks’ to make planning less formidable, who will do what: what committees are needed; you’ve got to ask for participation and know what you’re going to do.




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*“make the event fun and welcoming for your volunteers.”*

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2

**Recruiting** – Don’t recruit volunteers until you know what you need! Identify specific tasks and skills, and put your needs on paper. Advertise in a variety of ways. Some libraries have a volunteer interest sheet.

4

**Supervision** – Coaching, cheerleading’ how do Friends handle money? One example: Two Friends members might be in charge of money at a book sale; one Friend and one library staff member might go make the bank deposit right away. Supervisors serve as a support system.

3

**Orientation and Training** – Remember the down-home basics: contact people in advance and follow up with reminders; make the event fun and welcoming for your volunteers; assign greeters, have a sign-in-sheet, and provide a place for volunteers to put their coats and bags.

5

**Recognition** – Say thank you in person and in writing. Inform all of your volunteers of the results of your project. Consider providing treats or pizza during a full day of service – or offering perks and benefits to volunteers who come in regularly. Do give thought to what sources of funding for recognition events are appropriate and ethical for Friends.

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*“Say thank you in person and in writing”*

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6

**Evaluation** – What went well? What didn’t? Note what did and didn’t go well – and correct for the next event. It’s easy to forget the simplest, most tiny details.

# How can you tell a Friend *when you see one?*



## from FOCAL and Nicholas Spillios (Canada)

- Friends are visible and speak up for the library at public meetings, political forums.
- Friends are informed about the immediate needs of their library and can articulate them to others.
- Friends make a point of being in contact with the City Councillor in their Ward and speak to them on behalf of the Library.
- Friends are connected to the community and take leadership roles in other organisations.
- Friends are familiar with the Friends "Mission Statement" and can quote it to others.
- Friends believe that the Library stands for excellence in providing for well-informed citizens.
- Friends volunteer at Book Sales and other Library sponsored events.
- Friends believe that books and other resources have the power to shape lives and can articulate this stand to others.
- Friends have "library stories" to tell others about the major role that the library played and continues to play in their lives.
- Friends believe that they are the best advocates for achieving excellence in library service and are committed to such achievement.

*"Friends have "library stories" to tell others about the major role that the library played and continues to play in their lives."*

Our Friends in Canada will be 10 years. 2007 marks the 10th anniversary of the foundation of Friends of Canadian Libraries (FOCAL), the national organisation representing Friends.

## Congratulations

**Friends of Libraries Canada**  
[www.friendsoflibraries.ca](http://www.friendsoflibraries.ca)

Our particular good wishes to foundation President – Val Marshall and present President, Nicholas Spillios.



## Great newsletter...

Friends of the Johnson County Library (USA) [www.jocolibrary.org](http://www.jocolibrary.org) Johnson County Library received the nation's highest honour in a ceremony at the White House in January, as one of six recipients of the 2005 National Award for Museum and Library Service.



# Shaping the *Future*

## Friends of the Knox County Public Library Vision Statement (USA)

An enthusiastic, supportive Friends of the Library is a statement of advocacy. In Knox County, Tennessee, they have a participatory Friends group that has helped shape the dialog about the County Library system in the local political spheres of influence.

The Friends Vision Statement states: We envision a vigorous Friends organisation, well trained and diverse, supporting our library system that is visible, popular, and seen as a necessity to the rich life of our community.

A volunteer committee is charged with developing and administering an ongoing recruitment and training program for a standing corps of Friends volunteers. Preparing all volunteers to advocate for the library system, as well as staff Friends programs and services.

*“Preparing all volunteers to advocate for the library system”*

*“We envision a vigorous Friends organisation, well trained and diverse, supporting our library system that is visible, popular, and seen as a necessity to the rich life of our community.”*



### Specific tasks include:

- Develop the outline of a training program.
- Schedule at least one training session per quarter.
- Work with other committees, sections of the Friends.
- Complete a progress report/evaluation for submission to library authority.
- Develop an action plan for the first half of the year.



# Friends of Libraries RESOURCE BOOK (2005)

**Daniel Ferguson, Friends of Libraries Australia (FOLA)**

*New format with updated and new information including:*

- Establishing a successful Friends group
- Keeping your Friends 'active'
- Incorporation
- Public liability
- Library management issues
- How to
- Latest and best ideas and much more ...

*The authoritative guide and source book for Friends of Library groups in Australasia*

## ORDER FORM

Name .....

.....

Address .....

.....

Postcode .....

Please send me a copy of Friends of Libraries Resource Book (2005)

Enclosed is my cheque for \$65.95 plus \$10 postage & handling (cheque payable to – Friends of Libraries Australia Inc.)

Mail to: FOLA Locked Bag 1315 Tullamarine Victoria 3043 Australia

www.fola.org.au

## MEMBERSHIP APPLICATION



### CATEGORIES

Membership fee (includes GST) incorporating News Update

Individual	\$18	<input type="checkbox"/>
FOL Group – 0-25 Members	\$30	<input type="checkbox"/>
FOL Group – 25+ Members	\$60	<input type="checkbox"/>
Libraries	\$120	<input type="checkbox"/>
Institutions	\$120	<input type="checkbox"/>
Corporations	\$120	<input type="checkbox"/>
Extra copies of News Update	\$10 per annum	<input type="checkbox"/>

### RETURN ADDRESS

#### FOLA Inc.

Locked Bag 1315,  
Tullamarine, Vic. 3043  
Phone: (03) 9338 0666  
Fax:(03) 9335 1903

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My cheque/money order is made payable to:

Friends of Libraries Australia Inc.  
Locked Bag 1315,  
Tullamarine,  
Vic. 3043

**Amount enclosed \$**

### ADDRESS DETAILS

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Postcode: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

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### FOLA COMMITTEE MEETINGS 2007

23 August AGM – Adelaide  
10 October – Sydney  
5 December – Melbourne

### 2007 FOLA Executive, Committee and Sponsors

**FOLA Patron** Hon Justice Michael Kirby AC, CMG

**President** Dr Alan Bundy AM (SA)

**Vice President** Peter McInnes (Vic)

**Secretary/Treasurer** Margaret Broeks (Vic)

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Chris Awcock (Vic), Elaine Chippendale (Qld) Dr Peter Chippendale (Qld), Judith Field (NSW) Gerrit Stafford (SA), John Murrell (Vic), Dr Mariella Totaro-Genevois

#### Liaison Members:

Patricia Chigwidden (SA), Prue McCausland (Tas) Kerrie Mott (NT), Bill Tully (ACT)

**Executive Director** Daniel Ferguson

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