

AUTUMN  
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# FOLA

NEWS UPDATE

## Books for babies

IPSWICH, QUEENSLAND



*Friends of Ipswich Library Service President, Yvonne van de Wiel, photographed with new born Kiara Woodfine and Mother.*

*Courtesy of The Queensland Times, Ipswich*

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Daniel Ferguson  
Executive Director FOLA

## Where to From Here?



The Australia 2020 Summit has concluded. But where to from here?

Of interest to FOLA and Friends should be one of the 10 streams under discussion – Governance, which asked about “the future of Australian governance: renewed democracy, a more open government, the structure of the federation and the rights and responsibilities of citizens”. A further discussion on this theme emerged. It was about - Collaborative governance: and the ways government and communities interact. And, under the “re-federate Australia” stream – “empowering citizens and communities to participate in decision-making processes...”.

The Australian Library & Information Association (ALIA) has a number of stated goals for 2008, including: Acknowledge the value of volunteers and Develop and maintain strategic partnerships.

Encouraging news. Well, not so simple.

The recent Hawker Inquiry has addressed a number of issues, such as:

*Cost shifting by Federal and State Governments onto Local Government, and mentioned the financial sustainability of councils across Local Government reducing, and with 35% of LGAs being possibly financially unsustainable, citizens and libraries may not be headed for such ‘good times’.*

In the recent Federal and NSW State Budgets, libraries were left out in the cold. The National Library of Australia received a reduction in appropriation revenue from 2007-08 of \$0.6 million. And in the States, the pressure is again on local government.

FOLA has seen this developing pattern over recent years with concern. As a consequence we have established a small working group to develop a National Strategic Framework for Australia’s Public Library System. Members include, our president Dr Alan Bundy AM, Robert McEntyre (Director, Robert McEntyre & Associates P/L), Jack Goodman (CEO, Tutoring Australasia) and myself. Other agencies and persons will be enlisted.

The role and importance of Friends of Library groups, users of public libraries and all concerned citizens will be fundamental to this challenge.

The 2020 Summit may not have given answers for developing the public library infrastructure in Australia, but members of Friends groups around the nation can be assured, FOLA is asking – Where to from here?

Our president, Dr Bundy intimated recently “It is time they were all held to account...to identify the policy and support responsibilities of local state/territory and the national government for Australia’s best investment – its Great Good Places”.

*“In the recent Federal and NSW State Budgets, libraries were left out in the cold.”*

*“The Australian Library & Information Association (ALIA) has a number of stated goals for 2008, including: Acknowledge the value of volunteers and Develop and maintain strategic partnerships.”*

## Featuring:



# Friends of Kiama Library

**A**n entry in the 2007 Peter McInnes Award for Children and Young People.

Kiama outlined activities in their new library building, achieved with a little help from Friends. Kiama is a small coastal town 2 hours drive south of Sydney, with a population of around 20,000.

Friends of Kiama Library have been extremely supportive in donating both time and money towards the library.

Some recent activities saw male members of the Friends read at the 'Books @ Bedtime' program, this program featured predominantly male presenters!

Also, Baby kits have been distributed containing: baby bib, board book, welcome card, library information, reading tips sheet, baby book list, parent bibliography and survey sheet. And for Baby Story Time, babies aged 0-24 months, parents received a rhyme booklet, a locally produced CD with lullabies and rhymes, a parent bibliography, baby books list, library information and survey sheets.

Kiama Library has a Library Youth Committee consisting of ten local teenagers ranging in age from 14 to 17 years who meet on a regular basis.



The Youth Committee successfully applied for a teen link grant in 2006 which enabled the Library to purchase some wonderful new resources.

They hold regular pizza and internet nights and recently held a Pizza and band night in the Library. This was a joint event with Kiama Council Youth Cottage.

During Drug Action Week they held an acoustic music and pizza night.

These were only a few of the areas outlined in a very impressive entry displaying the hallmarks of both Staff and Friends of the Library, dedicated to serving the Kiama community.

*Award Entry submitted by Bobbie Miller, Library Manager, Sharon Jones, Childrens Services Officer and Steve Spooner, Secretary, Friends of Kiama Library.*

*"Baby kits have been distributed containing: baby bib, board book, welcome card, library information, reading tips sheet, baby book list, parent bibliography and survey sheet."*

# FOLA Keys to Success

## Friends and Library Management



### **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.

### **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.

### **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.

### **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.

### **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.

### **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.

### **Involvement**

Commitment from Friends Committee Members – time, energy and enthusiasm.

Commitment from Library Management – time and support for value of Friends.

### **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.

### **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, former Library Manager, Unley Public Library & Patricia Chigwidden, President, Friends of Unley Library, South Australia)*

*“Recognise the different strengths and abilities of Friends team members.”*

# Six Basics

## *of Working with Volunteers*

---

**1**

### **Planning**

*"Say thank you  
in person and in  
writing."*

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 have to ask for participation and know what you're going to do.

**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.

**3**

### **Orientation and Training**

*"Remember the  
home basics:  
contact people  
in advance and  
follow up with  
reminders"*

Remember the 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.

**4**

### **Supervision**

Coaching, cheerleading, how do Friends handle money? One example: Two Friends members might be in charge of money at a book sale. Supervisors (or the Friends President) can serve as a support system.

**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.

**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.

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

# Membership Drive

## MAKE NEW FRIENDS, BUT KEEP THE OLD.

### ► Celebrate the past

Begin with a thank you for the past support, and be sure to mention all the great things that the members past support has made possible for the library.

### ► Look to the future

Give a hint of plans for the new year, stressing that "your support will make it happen!"

### ► Make it easy

Use a mail merge program to preprint membership forms so that members don't need to write all their address information again.

### ► Return envelopes

Include a preaddressed return envelope. If all they have to do is write the cheque and find a stamp, its more likely to get done!

### ► Follow-up

After a month or two, follow up with the non-renewing members, perhaps with a postcard, second mailing, phone call or even a handwritten note.

### ► Renewals

Follow up with those who do renew, too, by sending a thank-you or a membership card (easy to print on business card stock).

### ► Appealing

Make membership appealing and fun. Be sure your members know how much you and the library appreciate their help and support.

### ► Looking for new members too. A few quick tips.

- People join because they are asked, and the more direct the asking, the greater the response.
- Some places to find prospects: friends of Friends (ask your members to suggest names), library supports (staff may be able to identify possibilities), in other community organisations, and at the library (set up a table in the entrance and staff it with welcoming Friends).
- Show off! Be sure that your print materials are good looking and that your mailings and other solicitations are done in an attractive manner.
- Brag a little, be sure prospective members get to know your group's activities and accomplishments. People like to be part of a success story.
- "What's in it for ME?" may be the unspoken question when you ask people to join. Have your answers ready. Benefits of membership may include such things as a newsletter, invitations to special events, shop early at the book sale. Some groups offer premiums, a calendar, a coffee mug, or a bookmark. Of course, one benefit is always the opportunity to help support and enhance the library.
- Don't let depositing the cheque be your last contact. Send membership card, an information letter, a personal welcome or thank you. It's the Friendly thing to do!

*(Jane Rutledge with Friends of Indiana Libraries – USA)*

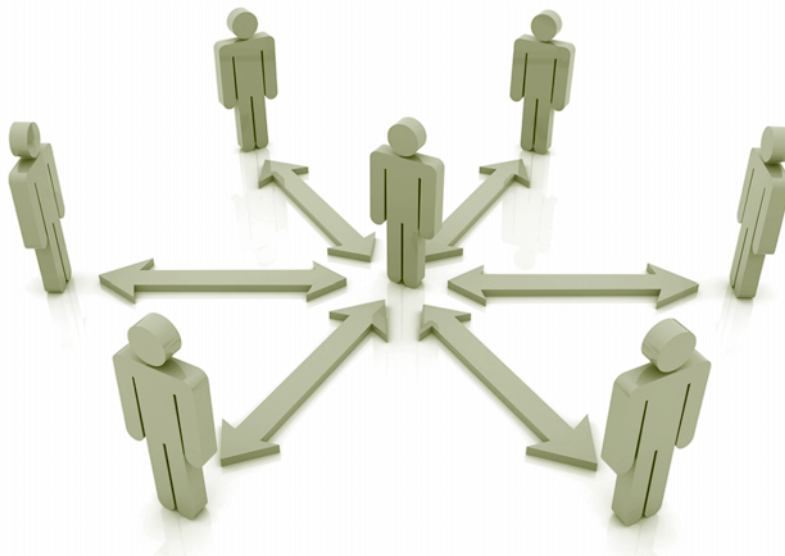
*"Brag a little, be sure prospective members get to know your group's activities and accomplishments."*



# Moving into the Community

**F**riends of Library groups have to become visible players in the life of the community to have equal footing with other, perhaps, more socially involved groups.

*"Make an inventory of notable organisations and associations in the community.."*



*"City or municipal celebrations should list the library as one of their sponsors."*

- Make an inventory of notable organisations and associations in the community. Create a partnership of 'interest'.
- Members of your group should participate in other community organisations and be aware of the necessity of being ambassadors for the library.
- Take advantage of any opportunity or venue to bring up the library. The Friends should provide a Speaker's List, with information from the library.
- The Friends should set up a correspondence committee to write a periodic column in local newspapers and other local publications, Letters to the editor are important.
- Nurture media contacts to receive notices ahead of time when there is a special Friends' activity. Don't abuse this, as space is limited.
- Local elected officials should be on the Friends regular mailing list. They should receive invitations to library events. They should be invited to become members.
- City or municipal celebrations should list the library as one of their sponsors.
- Conduct regular meetings with the Library Manager.
- Join Friends of Libraries Australia and learn about other groups in Australia.

# Incorporation

## What is incorporation?

Incorporation is a voluntary process whereby a not-for-profit organisation (FOL group) can apply to become its own 'legal person' (i.e. the association becomes a distinct legal entity that continues regardless of changes of its membership).

### Some of the advantages of incorporation include:

- Protection of the members and office holders against personal liability for debts and other legal obligations of the organisation.
- The ability to sue and be sued in the name of the association.
- The ability to invest and borrow money.
- Greater eligibility to apply for grants.

### Friends should consult the following agencies in your State:

NSW	Office of Fair Trading www.fairtrading.nsw.gov.au
VIC	Consumer Affairs Victoria www.consumer.vic.gov.au
QLD	Office of Fair Trading www.fairtrading.qld.gov.au
SA	Office of Consumer & Business Affairs www.ocba.sa.gov.au
WA	Dept of Consumer & Employment Protection www.docep.wa.gov.au
TAS	Office of Consumer Affairs & Fair Trading www.justice.tas.gov.au
ACT	Office of Regulatory Services www.ors.act.gov.au
NT	Department of Justice www.nt.gov.au/justice/licenreg/

## Public Liability

### What does public liability insurance cover?

This is insurance indemnifying the Not-for-Profit Organisation against legal liability for personal injury and/or property damage claims made by third parties as a result of negligence occurring in connection with the not-for-profit organisation's activities and/or their products (goods sold).

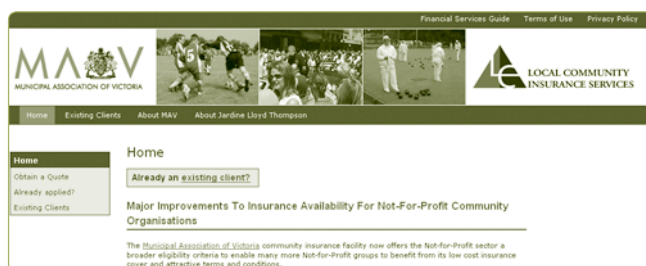
The Municipal Association of Victoria, through its insurance broker, Jardine Lloyd Thompson has negotiated the inclusion of Victoria Not-for-Profit groups within a new national community insurance facility, known as Local Community Insurance Services (LCIS).

- Email [communityinsurance@jlta.com.au](mailto:communityinsurance@jlta.com.au)
- Or [www.communityinsurance.com.au](http://www.communityinsurance.com.au) for background information.
- Or Local Community Insurance Services on 1300 853 800

On 12 December 2006, Local Community Insurance Services commenced its operations, which, via a strategic alliance with one of Australia's leading insurers, QBE Insurance, can deliver:

- A specialist focus on the insurance needs of community groups and associations.
- Insurance products and services that are specifically tailored for community groups.

Local Community Insurance Services can deliver to groups located in New South Wales, Australian Capital Territory, South Australia, Queensland, Northern Territory, Victoria and Western Australia.





# Growing Friends in the next decade

## **Use of technology**

Friends should develop with their library a 'Friends' web site. Younger library users see the modern public library as being not merely within a building, but connecting to in a variety of ways. Technology is a key to their use of the modern public library. Check out some overseas sites – highly commended is that of the Friends of the Minneapolis Public Library (USA), see also Great Lakes (NSW).

## **Becoming more politically savvy**

As local government is changing, so Friends need to reflect the new dynamics of such local environments. Friends of Hastings (NSW), Great Lakes (NSW), Waverley (NSW) – display partnership building with council.

## **Regional groupings**

Initiating the growth of Friends groups within a regional context can add exposure, and help weaker groups in an area by harnessing ideas and expertise. Also, it can provide a more effective voice within the management structure – West Gippsland Regional Library Corporation (Vic), and state wide gatherings in South Australia, held each year at the State Library of SA.

## **Quality and training**

Provide a clear direction and guidelines for effective operations – Friends of Cooloola (Qld), State Library of South Australia (SA) and Unley.

## **Code of operations (conduct)**

Provides a written policy for all Friends. Issues such as OH&S and Child Protection are important issues in all areas of volunteering today – Friends of Cooloola (Qld).

## **Publicity**

High quality newsletters and well developed strategies with local media outlets provide effective communication – Friends of the State Library South Australia (SA), Balmain (NSW), Toowoomba (Qld)

## **Library management**

Co-ordinating with library management on goals and visions of service development – Friends of Altona (Vic) and Unley (SA).

## **Dollars \$\$\$**

Greater success and partnering through funding raising – Friends of the State Library of South Australia (SA), Toowoomba (Qld), Launceston (Tas).

Library help  
available from  
the Friends



# Friends around Australia



## News, Events & Ideas...

### The Friends of Ipswich Library Service (FOILS)

FOILS had a very busy and successful 2007. Their Calendar of Events included Movie Nights, Lunches in the Library, Book Sales, Theatre Fundraising Evenings, and a Literary Luncheon, however one of the highlights of the year was a new Friends' project, *Books for Babies*.

*Books for Babies* was organised by the Friends in collaboration with the two local hospitals. The project was aimed at fostering the development of literacy by encouraging parents to read to their children from birth. During the month of August, to coincide with Children's Book Week, all mothers of babies born at Ipswich Hospital, and St Andrew's Hospital, were presented with a library bag screen printed with a colourful *Books for Babies* logo. Each bag contained:

- a letter to the parents
- an illustrated board/picture story book
- an *It's Rhyme Time* booklet and DVD that was distributed to public libraries as part of a state-wide literacy project, the *Courier Mail Little Big Book Club*
- Ipswich Library and Information Service promotional material including a membership application form and an *Ipswich Storytime* Passport and Bookmark
- an application for the Ipswich Commemorative Birth Certificate
- information promoting the importance of reading to children from an early age

The *Books for Babies* Project was officially launched at the Maternity Section of Ipswich Hospital on 22 August 2007. The Mayor, Councillors, representatives and staff from both hospitals and other child agencies, mothers and new born babies from Ipswich Hospital, library staff and FOILS members were in attendance.

Both hospitals embraced the project. A total of 207 gift packs were distributed during the month and these were received with a high level of enthusiasm and appreciation. Everyone involved is eager for this initiative to become an annual FOILS event.

### Toowoomba (Qld)

Latest newsletter from the Friends states on page 1:

*"The Friends of the Toowoomba City Library welcome our new Mayor and our new council. We look forward to working with you to achieve considerable progress in what has become a huge amalgamated area...now that water problems are being brought under control, we must give top priority to the bringing of our libraries into the 21st Century."*

### Thuringowa (Qld)

Following the recent amalgamations of Townsville and Thuringowa Councils, the Friends will consider a change of name at a later date. The Friends calendar outlines Book Sales and meetings for a six month period.

### Wagga Wagga (NSW)

The first Book Sale of the year in March was a great success, raising \$2,030. Friends now have a presence on the library's website, including a link to our membership/renewal form and also the latest newsletter.

### Wingecarribee (NSW)

In May, Anne Whitfield, local author of historical and contemporary fiction and short stories addressed the meeting. In June, the Friends made a visit to Sydney University, visiting a number of key sites within the university, including the Fisher Library and Macleay and Nicholson Museums.

### Wagga Wagga:

*"The first Book Sale of the year in March was a great success, raising \$2,030."*



# Friends around Australia



## **Port Macquarie (NSW)**

The annual big fund raiser, *Australia's Biggest Morning Tea* was held on 21 May in the library. As a help to all Friends at the recent booksale, the newsletter outlined a roster for Friends help during the day, limiting the time of each individual member for between 1-2 hours.

## **Balmain (NSW)**

The Annual General Meeting held on 2 May featured guest speaker Jane Ward who spoke on a range of organisations in the Balmain area interested in making the community a great place to live – *What Makes a Community?*

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

*Buildings and Bodies, Justice and Jetties* – an insight into the life in the early days of the Willunga District was the talk given at the Annual General Meeting held in April. The April newsletter also made note of continuing support to the library over 20 years and a call for new member input onto the committee.

## **Salisbury (SA)**

Friends gathered in March to hear Sophie Thomson from the ABCTV Gardening Australia program. Her topic was *Drought Proofing your Garden*. Also another March speaker was Bill Penley, a retired school teacher who found a new career on retirement as a professional Father Christmas.

## **Barossa (SA)**

On 30 May Barossa Friends together with the Library, held a Meet the Authors evening at Peter Lehmann Wines, Tanunda. The authors were shortlisted for the Miles Franklin Award. Authors included: Gail Jones, Steven Carroll, Rodney Hall, Alex Miller and David Brooke.

## **National Library (ACT)**

57 Friends joined the Friends Autumn Day Tour in April travelling to the Bredbo and Cooma districts, including a motor rail journey, a visit to a 19th century property and the historic Bredbo village.

## **Launceston Friends publishing program recognised**

Friends of the Library, Launceston recently received an honourable mention for its publishing program in the Smart Communities Award organised by the city's *Examiner* newspaper.

The Smart Communities Award is open to individuals, groups or organisations who have found innovative ways of building their communities through their efforts and programs over the previous year.

In 2007 the Friends had three major projects come to fruition:

- The release of the third and final volume of *On the Tide*.
- The publication of an archival volume of stories from the *Launceston Family Album*.
- The publication of the second book in our Local History Series *A fortune may be made...., Launceston's 19th Century Breweries*.

These three publication involved many members of the Friends group and the larger Launceston and Tamar Valley community. Each publication has drawn on the rich resources of the Library's Local Studies Collection and helped make it known and more widely available. We feel these projects are great examples of how a Friends group, working in partnership with other community organisations can support and extend the work of a public library.

### **Launceston**

#### **Friends:**

*"Friends of the Library, Launceston recently received an honourable mention for its publishing program in the Smart Communities Award."*

# 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

### PAYMENT DETAILS

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: \_\_\_\_\_

Friends of Libraries Australia Inc.  
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### FOLA COMMITTEE MEETINGS 2008

14 May – Adelaide  
4 September – Warragul  
10 December – Melbourne

### 2007/2008 FOLA Executive, Committee and Sponsors

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**Vice President** Peter McInnes (Vic)

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

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