

FRIENDS OF
LIBRARIES
AUSTRALIA

NEWS UPDATE

WINTER/SPRING 2015

VOL XXII, ISSUES 78 & 79 ISSN: 1323-0190

The new Toowoomba City Library design...



THANKYOU FRIENDS A NEW LIBRARY FOR TOOWOOMBA

IN THIS ISSUE:

Country Friends	2	Six basics of Working with Volunteers	8
Keys to Success: When Friends aren't Friendly	3	Incorporation	9
A memorandum of understanding	4	Growing Friends in the next decade	10
Friends and Library Management	5	Friends Around Australia	11
Library Advocacy	7	Membership Form; Resource Book order form	12

Country FRIENDS

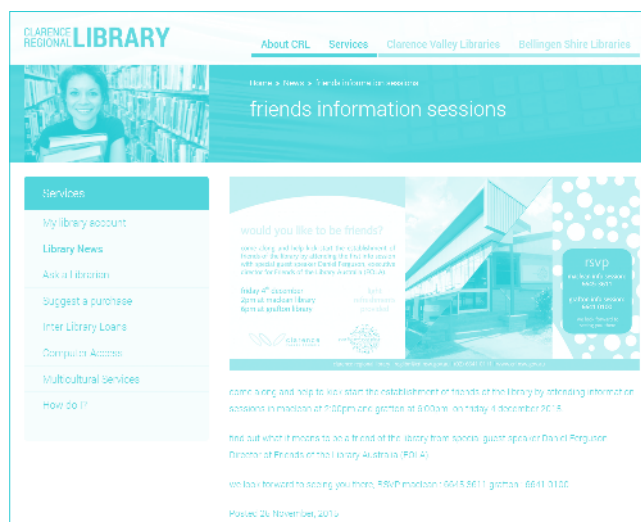
connecting with the community, enhancing the provision of services

In early December, I visited Clarence Regional Library, based on Grafton, north coast of NSW. It was another opportunity to connect with a community interested in enhancing the development of the library service with a Friends of Library group.

Country library services often have a greater opportunity, despite regional distances, to connect with the community to enhance the provision of services. A recent FOLA article: 'Worth the Investment: Community and civic engagement through Library Friends' www.fola.org.au/pdfs/fofa7677_22.pdf highlights the process, along with outcomes to the community.

This edition of FOLA *NewsUpdate*, gives some of our Facts Sheets which assist FOL groups in this process – engaging and growing the Friends group, the library and the community.

FOLA's mission, moving into its third decade, will be looking at strengthening the public libraries network around the country. Our president, Jack Goodman, will be engaging in a new on-line process with all Friends groups around the country. We want you to be a part of this vital re-awakening of the potential the public library services can play in our communities. Not only do we ask for your support, we want your feedback during the process.



We are asking for all Friends groups to give us their email address, so that we can maintain this vital link. If you have not done so in recent months, can you please send us that email contact — folafriends@gmail.com

The task of building better, more accessible libraries for all in our community is the challenge we are all part of. This can be seen in the long term work of our Friends in Toowoomba, who after many long years of struggle, will see the realisation of a new library building, long overdue for the community in Toowoomba. Without the dedication and persistence of the community and the Friends working in collaboration with library management, this new library building may not have been achieved. Working together, in partnership, delivers outcomes for the entire community.



Daniel Ferguson
Executive Director FOLA

"Country library services often have a greater opportunity, despite regional distances, to connect with the community to enhance the provision of services."

"Without the dedication and persistence of the community and the Friends working in collaboration with library management, this new library building may not have been achieved."

FOLA Keys to Success

1



WHEN FRIENDS AREN'T FRIENDLY

Most Friends groups are indispensable to the libraries they serve. Sadly, though, some Friends groups get out of sync with their library, their mission, and their roles. When this happens, trust and goodwill evaporates and relationships break down. Some groups have disbanded over disputes that should never have happened in the first place, and there are library managers who hear about these stories and vow never to have a group of their own. The sad fact is, when the understanding of roles breaks down, the library suffers.

We normally hear stories of wonderful groups and their successes. However, occasionally we hear of a disgruntled group, individual, or library manager, who are in conflict about what the Friends role is or should be. Typically, problems arise because of the following issues:

- Friends are secretive and unwilling to share their organisational and financial information with the library.
- Friends don't invite the library's administration to their meetings.
- Friends believe that because they raise the money, they should decide how it is spent.
- Friends are opposing library policy and/or direction.
- Friends are giving their money to organisations or initiatives outside the library.
- Friends have become 'club-ish' and follow their own agenda.
- Friends' officers don't turn over, and they begin to think of the money raised as their own.

The typical mission of a good Friends group is to "support the library through fund raising and advocacy." This is a tacit agreement to also support the decisions of the library management. If this is not the case, then the Friends are not behaving as Friends.

In terms of spending decisions, the ideal model is one in which the library manager presents the Friends with a wish list from time to time in priority order, and the Friends provide funding for that wish list. Remember, people in the community join and give money to the Friends because they believe that money is going to support the library, as determined in consultation with library management.

Libraries need Friends — now more than ever. They need Friends who are positive about the library and its direction, who understand their important role for fund raising and advocacy, and who stick to their mission to support the library.

"In terms of spending decisions, the ideal model is one in which the library manager presents the Friends with a wish list from time to time in priority order, and the Friends provide funding for that wish list."

FOLA Keys to Success

2



CREATING A MEMORANDUM OF UNDERSTANDING

The following will constitute an operating agreement between the Friends of the (Name) Library and the (Name) Library (or Library authority). It will stand until and unless modified by mutual agreement between the Friends group and the Library authority.



The Library agrees to include the Friends in the long-term planning process to ensure that the Friends are aware of the goals and direction of the Library.



The Library agrees to share with the Friends the library’s strategic initiatives at the beginning of each fiscal year and discuss with Friends how their resources and support might help forward these initiatives.



The Library agrees to supply the Friends with staff support to assist them with the development of the newsletter, mass mailings, meeting coordination, and Friends promotional materials.



The Library agrees to provide Friends with a “wish list” each year that indicates the anticipated needs for Friends support.



The Library agrees to provide public space for Friends membership brochures and promotional materials.



The Library agrees to provide the Friends with space in the Library for book storage and sorting, book sales, and office needs.



The Friends agree to publicly support the Library and its policies.



The Friends agree to include a member from the library administration as a non-voting presence at Friends’ meetings and to allow room on the agenda for a library report.



The Friends agree that any and all monies raised will be spent exclusively for library programs, services, and other Library defined needs unless otherwise agreed to by both the Friends and the Library.



The Friends agree that the library administration has the final say in accepting or declining any and all gifts made to the library.



The Friends agree to engage in advocacy efforts on behalf of the Library under the guidance of the Library.

“The Library agrees to provide Friends with a “wish list” each year that indicates the anticipated needs for Friends support.”

“The Friends agree to engage in advocacy efforts on behalf of the Library under the guidance of the Library.”

FOLA Keys to Success

3



Friends and Library Management

"Establish a rapport and trust that the Library and Friends are working in the same direction."

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 and harnessing those energies and strengths appropriately."

FOLA Keys to Success

4



Library Advocacy

Following are ways you can support your library.

As a member of library staff, as a Friend, as a library user, every day is an opportunity to confirm and communicate how important your library is to the entire community.

Talk, talk, talk!

Look around you. There are people everywhere who could use their library, and who don't know about the resources waiting for them. Talk to people and tell them why you love and value the library. Help them see what they could learn. It doesn't take much more than friendly conversation with a friend.

Keep informed

Stay up to date with information about your library, with Council information, Library information, newsletters, local newspapers, Council/Library web site, talk with your library staff. Get to know your Friends committee members.

Get to know your elected representatives

You've elected your Councillors; get to know them. Learn from their web sites about what the issues are in your community. Let them know what you think about your library. Let them know you want them to support library-friendly policies. Make an appointment to see them, and invite them to library events. Let them see how you are using the services provided by the library. Remind them that you vote.

Work on your library's print or online newsletter

Many libraries have a newsletter for patrons. Volunteer to write an advocacy column for the newsletter, highlighting ways that patrons and advocates can help the library.

Make and distribute handouts

Important information about the library, its services, and needs can be distributed in writing, for people to read later or pass on to others. If you have desktop publishing skills, or know someone who does, work to build materials that can be passed to others. May be it can be a "wish list" of things the library needs or "ideas for action" on issues facing the library.

Plan a library event

Any event during the year is an opportunity to showcase your library. Create an event or promotion that will get your Friends and other volunteers involved.

"Important information about the library, its services, and needs can be distributed in writing, for people to read later or pass on to others."

FOLA Keys to Success

Library Advocacy (continued)

"Offer to speak about the things your library offers and why your Friends are important. Build a network into the community."

"Talk to people and tell them why you love and value the library."

Staff can be advocates

Many who work in libraries forget that they have a built-in army: the library staff. Staff behind the desk at your library can be the best advocates you have. No one knows the library better than the staff. Friends should get to know the staff at your library.

Lobby

Learn what has been successful with other Friends groups. Visit and talk with other groups. Follow the issues on the FOLA web site www.fola.org.au.

Offer Internet tours

For those without a computer at home, the library is the number one point of Internet access. Your library can be the window to the Internet for many people in your community. Offer to show patrons how to use it. Friends groups can offer support to new library members.

Get press

Speaking publicly and writing about the specific value of your library. Are you good at public speaking? Write a letter to your local newspaper, but make sure you have the facts correct and have developed a key message. Ask the library or Friends group for some statistics to support your message.

Be your library's ambassador

Go out into your community and do public appearances to advocate for your library. Visit your local service clubs and neighbourhood organisations and schools. Offer to speak about the things your library offers and why your Friends are important. Build a network into the community.

Build your network

You are a powerful agent for change on your own, but involving more people makes your message even stronger. Developing a network of library advocates in your community is a great way to add voices of support. Keep an email list.

Add your idea

You have an idea – send it to FOLA so we can display it to others via www.fola.org.au

FOLA Keys to Success

5



Six Basics of Working with Volunteers

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

4

Supervision

Coaching, cheer leading, 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.

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

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.

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.

3

Orientation and Training

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.

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)*

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

FOLA Keys to Success

8



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/

"Incorporation is a voluntary process whereby a not-for-profit organisation (FOL group) can apply to become its own 'legal person'."

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
- Or 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.



FOLA Keys to Success

9



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.



Library help
available from
the Friends

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).



"As local government is changing, so Friends need to reflect the new dynamics of such local environments."

"Initiating the growth of Friends groups within a regional context can add exposure, and help weaker groups."

Friends Around Australia



"Incorporation is a voluntary process whereby a not-for-profit organisation (FOL group) can apply to become its own 'legal person'."

Salisbury (SA)

AGM was held in August when Rosslyn Whitcher was elected president once again. Derrick and Mary Verringer, reported on the success of the Friends Bookshop, one of the great success stories for Friends Australia wide. However, at the end of the year, both Derrick and Mary Verringer will be ceasing as managers of the shop and new volunteers taking charge. This has been a wonderful contribution of service to the Friends at Salisbury. The Friends have supported for the past 10 years 'One Book One Salisbury'. Recently they welcomed well known Australian actor and author, William McInnes.



William McInnes

Altona (Vic)

At the recent AGM, Ann Nicol was elected president. Margaret Broeks has stepped down from the committee after 30 years. She will still be maintaining her volunteer activities in the Bookroom and during rostered opening times. Margaret served on the FOLA Board for some 15 years as Treasurer.

Wingecarribee (NSW)

David Hill (ex ABC Chairman and CEO of State Rail) was guest speaker in October. He talked on his recent writings and coming to Australia as a migrant under the Fairbridge Farm School Migrant Scheme and talked about Australia and the Monarchy. Annual book sale was held 13-14 November in the Memorial Hall, Bowral. Author, Patti Miller, spoke about her seventh book — *Ransacking Paris*, at the last author meeting for the year on 8 December.

Toowoomba (Qld)

The new library will be spread across three floors encompassing 1000sq m of community meeting rooms, an immunisation clinic, the local history library, a bicycle drop-off centre and a basement car park with 54 spaces. It will be roughly 50% bigger than the vacant Victoria St library listed for demolition.

For residents who believed books were dead, Cr Scotney offered some revealing statistics. "Our volume of loans has doubled in the last 18 years to 897,711 in 2013," she said.

"People are still reading books."

The council came under fire after its tender shortlist for the design and construction included only one Toowoomba company, Hutchinson Builders, and four out-of-town contractors.

Time will tell which of the contenders wins the lucrative contract and how much of the ratepayer-funded outlay stays in Toowoomba.

Willunga & Aldinga (SA)

AGM was held on 17 September. It was reported that construction on a new library will begin shortly. Book sales continue, the school holidays giving the opportunity to purchase at bargain basement prices. The Guest speaker at the 13 August meeting was Trish Frith on Heritage Roses. Long time member of the Friends and a tireless worker for some twenty years, Yvonne Trusson, passed away on 1st September.

State Library (SA)

2015 AGM and Dinner was held at SACA Committee Room, Adelaide Oval. Guest speaker was ABC commentator, Roger Wills. The recent newsletter reported on Valmai Hankel being awarded an AM. She served as president for 4 years and a committee member since 1974

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 Resource Book | Daniel Ferguson

*Due to demand — reprinted with new
reduced price!*

**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 \$59.95 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

About Us

FOLA NEWS UPDATE

Published four times a year by Friends of Libraries
Australia Inc
Locked Bag 1315 Tullamarine Victoria 3043 Australia
Phone + 61 3 9338 0666
Fax + 61 3 9335 1903
www.fola.org.au
Editor: Daniel Ferguson
dferguson@fairfieldcity.nsw.gov.au
Production/Design: WorkingType Design

2014/2015 FOLA Executive, Committee and Sponsors

FOLA Patron

Thomas Keneally AO

President

Jack Goodman

Vice President

Treasurer

Dr David Parker OAM

Committee

Kristina Barnett (SA)
Bill Biscoe (SA)
Dr Alan Bundy AM (SA)
Graham Dudley (Vic),
Prue McCausland (Tas),
John Murrell (Vic),
Dr Mariella Totaro-Genevois (NSW)

Executive Director

Daniel Ferguson

Sponsors

Friends of Libraries Australia appreciate support of our
sponsors: Bolinda Publishing Pty Ltd, James Bennett
Pty Ltd, Ulverscroft Large Print Aust Pty Ltd, Auslib Press
Pty Ltd, Southern Scene Pty Ltd, Keith Ainsworth Pty
Ltd., Tutoring Australasia, Libraries Alive Pty Ltd, Thomson
Learning Australia, DA Information Services, RAECO, CAVAL

Honorary Life Members

Margaret Broeks
Agnes Gregory,
Hon Margaret Lusink AM
Christl Markovic
Peter McInnes,
Jellie Wyckelsma