


Name of Library	Sunshine Coast Libraries	
Address	Locked Bag 72, S.C.M.C., Nambour QLD 4560	
Phone	(07) 5475 8953	
Contact person	Janice Hill	
Email	Janice.hill@sunshinecoast.qld.gov.au	

Title of project/innovation/initiative	“101 things to do in libraries” marketing campaign
Date initiated	2011
Date completed	Ongoing

The issue/challenge

Consistent marketing campaign aimed at re-educating the public about diversity of activities available in libraries.

Project details

A regional marketing campaign was initiated to add consistency to marketing of events, activities and workshops being conducted by libraries in an effort to draw peoples attention to the diversity of activities.

The campaign aimed to reduce the myth that libraries are solely about books, rather they offered many varied opportunities for social interaction, connection and education.

The campaign has been successful to date and in the next 6 months will be the key message used in public communications. The campaign has been used on brochures, key-ring gifts for children, vehicle advertising and e-newsletters.

