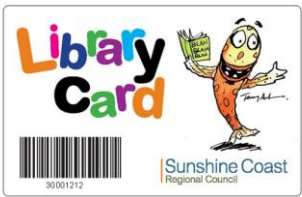


Name of Library	Sunshine Coast Libraries	
Address	Locked Bag 72, S.C.M.C., Nambour QLD 4560	
Phone	(07) 5475 8953	
Contact person	Janice Hill	
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Title of project/innovation/initiative	“Kid’s Only card” campaign
Date initiated	2010
Date completed	Ongoing

The issue/challenge

Improving engagement with children and enhancing awareness of libraries and their activities.

Project details

A card was designed especially to appeal to kids, using artwork provided free of charge by author/illustrators Terry Denton and Leigh Hobbs. A campaign was run through local schools in an effort to put a library card in the hand of all kids enrolled as students in prep to year 2. Of the estimated 10,000 children in this age group on the Sunshine Coast, more than 3,300 new members were enrolled. The campaign involved librarians visiting schools, and was so popular that many schools requested the offer be extended to students in other years.

The graph below indicates the success of the campaign. We will be conducting this campaign every two years on the Sunshine Coast. Because of the success of this program, we have negotiated with Terry Denton to make his image available to all public libraries in Australia. This image, and the templates we used have been made available to all Australian public libraries via the website of *Public Libraries Australia* (www.pla.org.au).

