

Name of Libraries	CityLibraries Townsville Waimakariri Libraries Toowoomba Regional Libraries Moreton Bay Region Libraries Gold Coast Libraries
Address	http://www.townsville.qld.gov.au/facilities/libraries http://libraries.waimakariri.govt.nz/homepage.aspx http://www.toowoombarc.qld.gov.au/facilities-and-recreation/libraries http://www.moretonbay.qld.gov.au/libraries http://www.goldcoast.qld.gov.au/library
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Beyond Chocolat reading map and booktalk at de Studi Cooking School, May 2013
Photographer: Jo Beazley

Title of project/innovation/initiative	Reading Map + Programs [contextual readers' advisory in practice]
Date initiated	February 2013
Date completed	Ongoing

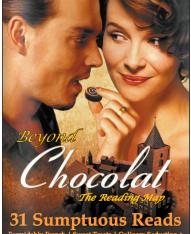
The issue/challenge

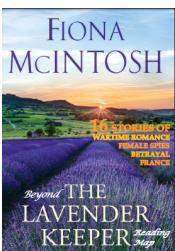
The project began as a collaborative opportunity across services in readers' advisory practice to:

- develop staff skills,
- enhance community engagement,
- support multi-library service collaborations,
- support collection-based programming, and
- connect people with reading in a fresh way.

Project details

This Reading Map + Programs collaboration has resulted in the publication of two reading maps with two programs, and a growth in participants from two libraries to five libraries.

 <p>Beyond Chocolat Reading Map and Booktalk Program at de Studi Cooking School, May 2013. http://issuu.com/readingmap/docs/beyondchocolat</p>	<p>Staff: Sally Pewhairangi (Waimakariri Libraries) and Alison Miles (CityLibraries Townsville).</p> <p>Program: booktalk with readings and synopses of 15 books, with sweet treats prepared by Chef Polly Ross at two events at de Studi Cooking School. Achieved a 99.13 % customer satisfaction rating. Event live-tweeted by Jo Beazley.</p> <p>Reading Map: 31 books across seven themes originating from <i>Chocolat</i> by Joanne Harris. Viewed 257 times in three weeks of May. Booklet contains links to titles in both libraries' catalogues to enable members to easily reserve them. Available online at issuu, CityLibraries site, Finding Heroes and projectREADja.</p> <p>QR Codes: A QR code label was attached to CityLibraries books listed in the reading map booklet to enable future discovery of collection connections - see image on bookables.</p>
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Beyond The
Lavender Keeper
Reading Map with
Get Reading!
Guest Author
Program,
September 2013

http://issuu.com/readmap/docs/beyond_the_lavender_keeper_reading_map

Staff: CityLibraries Townsville (Alison Miles)
Waimakariri Libraries (Sally Pewhairangi)
Toowoomba Regional Libraries (Jo Beazley)
Moreton Bay Region Libraries (Tina Cavanough)
Gold Coast Libraries (Louise Pieper)

Program: Guest author visit for Get Reading! – Fiona McIntosh visiting Gold Coast, Townsville and Moreton Bay libraries.

Reading Map: 16 books across four themes originating from *The Lavender Keeper* by Fiona McIntosh.
Available online on issuu, the libraries' websites, Finding Heroes and bookables.
Booklet contains links to titles in all libraries' catalogues to enable members to easily reserve them.

Links:

Finding Heroes - <http://findingheroes.co.nz/category/1q84/>
projectREADja - <http://projectreadja.wordpress.com>
bookables - <http://bookables.blogspot.com.au>

Feedback from people at booktalk events and library staff on projectREADja blog.

- 'Thank you. It's been a while since I read a good book – looking forward to exploring what's on offer.'
- 'The reading map is BRILLIANT!'
- 'I've really enjoyed following this and have discovered a new love for reading maps.'
- 'Wow! Beats a boring old book list.'
- 'Wow! I love what you and Alison have created. It's informative and visually exciting.'

Comment from Paul Brown, Best Sellers readers' advisory consultant

- 'highly visual and engaging reading map.'

Participants:

Q1 - What do you see as the benefits for you of participating in this reading map project?

Alison – Working on the reading map has built my collection knowledge, I've read outside my usual area, and it has helped me understand contextual readers' advisory practice – how to connect people with reading. I developed my speed reading, used online resources to find out more about the books, and worked on ways to 'sell' each book in just a few well-chosen words.

And I worked with some great librarians!

Q2 - How do you think the reading map will benefit your community and library service?

Sally – The reading map is an 'in' to begin talking about books in ways we (the library) may not usually do with the community. It's highly visual and encourages people to browse through it, unlike reading lists or bookmarks or book reviews online. Jo - I have showed non-professional staff in my branch the map, and straight away they understood the concept. They loved the back page reading map, and straight away started discussing other novels we could do. I think the visually appealing, tactile booklet breaks down barriers with customers. It is a great way of presenting readers advisory without being preachy, or pushy, and lets customers browse at will.

Q3 - What worked well for you?

Sally – A clear structure of what was expected and when, clear expectations of what was expected from team members, and we all did our bit – no spectators.