

Local Government**Project Name****Paroo Shire Council****Storytime at Cunnamulla Library**

In an effort to maintain some kind of normalcy/routine during the pandemic, while promoting our library and reading we created a project that would also include/promote local businesses/ in a fun creative way. The project required businesses/organisations/community members who wished to participate, to read a children's book (that pertained to their business/organisation) in their place of work or in locations that really showcased our town.

Over 9 months 61 stories have been uploaded to the Paroo Shire Council Face Book page, twice a week, at the same time we conduct our weekly First5Forever and After School Reading Programs, which is Monday's at 10 am

and Thursday's at 3 pm. Some participating organisations were; Cunnamulla Hospital (QLD Health)-the DON, assisted by a few nurses read and acted out "Birdie and the Virus" (which is a book written by QLD Health and is about Covid – 19), a farmer's wife read "Frankie's Little Lamb" on their property with a real lamb present while reading the book, an indigenous Elder read the "Cocky, the Crow and the Hawk" with the gum trees and our beautiful Warrego River as a backdrop.

On Remembrance Day "Lest We Forget" was read by the Australian Army (who manned our border for 3 months on the QLD/NSW border) in uniform at the library in front of our Honour Board, a 5-year-old girl read "Not far to go now" on the back of her horse under a gum tree etc. The video stories created a fun and friendly camaraderie within the Shire. We didn't limit the stories to just Cunnamulla. But also included the other townships in our Shire to participate in the project, if they desired. A beekeeper from Eulo read a book called "Queen Bee" sitting on her bee boxes. The stories are hugely popular with many tens of thousands of shares and likes. A story about our video stories project featured in the LGIA In Focus magazine.

We collated stats from the Face Book page how many likes, views, comments etc. our video stories received. In early December we ran an online Face Book voting competition giving Face Book followers the opportunity to vote for the "most creative" and "most humorous" videos. The other sections: most likes, comments, views, shares were determined from the stats we had collated. The competition created great excitement and special gold medals that were ordered for the competition were awarded to the winners by the Shire Mayor.

Proof we met the objectives was in the views, likes, shares, etc. This project far exceeded our expectations. In fact, my manager said "this is the gift that just keeps giving" after a lady from Melbourne in lock down commented on one of our stories, that it was a wonderful initiative, and she was enjoying our efforts to get our community engaged in developing reading skills of children.

The project will most definitely be continuing with more stories that have already been recorded and will be uploaded in the near future.

CONTACT: Tammy Hickey

Mackay Regional Council**Mackay Pop-Up Library**

The Mackay Pop-Up Library Project was delivered through the collaboration of the library's Community Outreach Team, Systems and Collections departments. We were able to adapt our library spaces through creating a Pop-Up Library trailer that has extended our reach in the public realm. It has provided an intrinsic element into our service delivery to the residents of all of our communities by providing access to information, support in learning and community wellbeing through program utilisation and engagement. Creating this new space has presented new opportunities for us to service individuals that may have never been to one of our outstanding venues while providing an opportunity for current members to experience new opportunities to explore aspects of our library service they were unaware of previously.

Our library service is a dynamic public resource that promotes free and open access to information, materials and services to all residents of the region. The stunning Mackay Pop-Up Library has allowed for us to have another library space that expands our education to our residents in advancing knowledge, fostering creativity, encouraging exchange of ideas, enhancing the quality of life, investing in their literacy, while building vibrant and connected communities in our ever-changing environment.

With the Pop-Up Library constructed and ready for action in minutes, we are no longer faced with hours of chaos locating tables, chairs, marquees, resources and technology to create stalls at limited locations throughout our region.

The outcomes of having this ready to go Pop-Up Library provides us with a portable library that only take moments to setup in small and unusual locations. This quick time setup has provided us with greater time to promote learning and literacy through our region. This greater expansion of library space has allowed for us to expand and strengthen collaboration opportunities and renew our partnerships by attending programs and events that previously would not have occurred.

These opportunities allow for us to interact with different demographics of our region's residents and provide them with identified services, resources and programs that would assist their identified needs. As we have always advocated on behalf of the community and collaborated with stakeholders, at all levels of government, local business and community groups, we are able to take it to a new level.

While our external promotion has increased our visibility in the region, we have found that the Pop-Up Library has provided a collaborative value through other Council departments. Mackay Regional Council's Emergency Management, Community Programs, Artspace, Museums and Local Laws view the trailer as a partnership and connecting opportunity with community members. Emergency Management has already collaborated with us to have the trailer to be present at Emergency Evacuation Centres during the chaos of cyclones, fires and other emergencies, as the trailer can be left overnight and provide charging resources. Individuals attending these centres are at their most vulnerable and require kindness, understanding, access to resources that our library service can provide from its fully equipped Pop-Up Library that contains laptops, iPads and WiFi dongles to keep them connected.

By taking the library outside of the building and creating a portable Pop-Up Library, we are creating a library space that is locally connected and accessible to everyone. This new space will continue to increase how we engage with residents and their prosperity long term.

CONTACT: Kimberly Lehto-Head

Moreton Bay Region Libraries

PUPS in the Library

Pop Up Play Space

The PUPS project aligns with the category of **design of library spaces** as we wanted to demonstrate that our services could be adaptable to meet the needs of our communities, that we could activate and revitalise our spaces, and provide a creative engagement opportunity for families and children that could be moved across our regional branches. By providing engagement opportunities with our key stakeholders, and through the Festival of Play 2020, we were able to implement key features in the design of the PUPS which recognised the consideration and needs of both children and their families. This allowed us to recognise and revisit customer experience and tailor the underpinnings of our project design to their input. Furthermore, it has created an additional opportunity to encourage families (who may never have used our services in the past) to come and visit our libraries.

How the project was delivered

F5F Innovation Grant Funding through SLQ enabled the project development through consultation with MBRL staff, and engagement with stakeholders seeking ideas to respond to community needs. Following community and academic consultation, it was agreed a priority was the need for resources to support play-based learning in early childhood literacy and promote the role of libraries in facilitating play.

The concept and project was led by the Programs and Engagement Leader at MBRC, guided by a Project Steering Committee comprising representatives of children's organisations, library personnel and child literacy experts including academics from the University of the Sunshine Coast. Their input was integral to the design of a *Festival of Play* which also engaged participants and informed the development of the PUPS.

A consultant captured ideas from library staff, community organisations, families and children and transformed their contributions into a mobile play space transportable to all ten libraries.

A company was employed for the design and fabrication, with follow-up consultation to discuss play themes and include in the final design.

Objectives/Outcomes

The project aimed to develop a resource for MBRL to revitalise our library spaces and engage with children and families in an innovative way across the region - and this brief was met. The mobile play space promotes the value of play-based learning in early childhood literacy, and the important role libraries have in facilitating play.

The PUPS aimed to host diverse visually rich, open-ended resources to help support children's physical, mental, social, emotional and language development. Families and children discover play and learning through a range of sensory, physical, construction, pretend and creative themed play. These 5 styles of play were drawn from feedback at the *Festival of Play*, and from community engagement and consultation.

A great outcome was that all participants felt valued by having their ideas, input and real-world experiences considered in the development of the PUPS, and we provided a major stakeholder-engagement initiative, responding to our community's significant literacy and language development needs as identified by the AEDC.

We showcased libraries as professional arenas with the ability to engage academic experts and diverse practitioners to create a unique body of work that could be mirrored by other libraries.

The aims of the consultation process were to engage families in conversations about play, position libraries as places for play and tap into expertise - and this was achieved in many diverse ways.

The purpose of the project was to provide a long-term piece of infrastructure that is mobile and scalable and able to tour the region's 10 branches into the future, and this will continue indefinitely, as long as the resources are maintained and kept up to date.

Is the project shareable?

The model of development is transferrable to other libraries who wish to engage with children, families and organisations in their community to develop a moveable resource to encourage play and literacy development.

A hand out resource (8-page bifold) has been developed for parents to take away which outlines the 5 types of play - sensory play, construction play, physical play, creative play, pretend play - and rhymes and songs - this resource can be easily shared.

The process was relatively simple - identify budget parameters, engage library staff and community in the needs and design, employ designer and fabricator, install and engage.

MBRC would be delighted to share further details of the model, the funding application, details of the fabrication etc with other interested libraries.

CONTACT: James Nicholson

Flinders Regional Council

Stage 1 – FSPL Outreach

Supplies of 'Creative Kits' stuffed with an assortment of interesting and colourful bits and pieces during the Stage 1 Shutdown. Families in this remote rural area do not always have easy access to craft items with limited commercial sources in town.

Library staff created packs of supplies, glue sticks, various coloured papers and textured material, stickers, freshly made play dough, coloured pencils and whatever else seemed a good idea at the time. Included were suggestions for construction, Indoor games, puzzles and drawing ideas.

These packs were delivered into the community on a three week rotation.

Development of weekly On-line content for Social Media, story time, activities, how-to-do.

CONTACT: Mim Crase

Bundaberg Regional Library

Library Digitisation Project

Bundaberg Regional Libraries Digitisation Project

The project's focus was to create a library without walls. In order for this to occur we moved to completely replicate our programs in an interactive online environment. The lockdown of libraries during Covid threatened to reduce library relevancy and disconnect us from our community so we used modern ICT's to replicate the majority of our programs.

Zoom was used community catch ups with our patrons where we discussed what programs they would like during the pandemic. An online film club was created to help other cultural facilities within council engage with their audience. Our chess club was transitioned to the online environment using Zoom and a Chessbase subscription for the digital board. Our robotics program was converted to an Online Code Club for kids. Special events such as guest speakers and author talks were also conducted online. When the lockdown was lifted we moved to educate small groups in the use of Zoom so they could take part in the online environment. As we became more confident in the use of ICT's we broadened our scope to include gaming events such as Rocket League, Valorant and Among Us tournaments using Discord and streaming them live on the Twitch TV platform. Education for Homeschoolers occurred online with an Introduction to Cyber Security series to help with their IT components. Storytime was delivered via Facebook and Kitchen Science programs were delivered Via Zoom.

Librarians, digital inclusion staff and library assistants were responsible for the project, and programs staff were passionate about were put into practice. The project is ongoing and reflection on its outcomes runs deep. The concept of the library without walls raises questions about what a library's community is if it exists online. We have discovered that our community extends far beyond Bundaberg. Our programs attract international attention and attendance. Our Online Chess Club has participants from India, Pakistan and the USA as does our Online Code Club. The Online Poetry Café has poets Zoom in from Canada and the USA to perform and listen to poetry from group members. The project has allowed us to promote Bundaberg Regional Libraries to the world and provide access to information that people may not have access to. It will evolve as time goes on to encompass any program that is requested by the communities we serve.

CONTACT: Stephen Harris

Lockyer Valley Libraries

Lockyer Valley Story Path

Lockyer Valley Story Path is an innovative way for children and adults to enjoy reading together while exploring the environment around them. The story has been placed along user friendly pathways at Lake Apex, Gatton and Narda Lagoon, Laidley as permanent fixtures.

The main aim for this project was to support learning and spark a child's imagination while incorporating First 5 Forever messaging – read, play, talk and sing. The story has been written to incorporate the environment and wildlife in the area, helping to bring words to life.

Throughout the story children and adults are exposed to words that are repetitive, descriptive and have directional movements. The bright and colourful imagery helps catch the eye and sparks interest in those who pass by.

The story focuses on facts and photographs of the wildlife in the book of which, can also be seen around or along the path. This project encourages children to read and to read to learn.

At the end of the story path, parents and children are encouraged to visit their local library to pick up a free copy of the book. The book when read at home sparks memories of the story adventure and the environment, having a lasting impact.

Lockyer Valley Libraries wrote the story and Jo Cuskelly produced the bright and colourful artwork. Assistance was sort from Lake Apex Steering Committee to advise the best animals to use in the story.

CONTACT: Nicole Kilah

Rockhampton Libraries

Rockhampton Staff Capacity

The COVID 19 pandemic has had unprecedented consequences world-wide, and Rockhampton Regional Libraries, like many public libraries, have had to respond accordingly. As of Monday 23 March 2020, staff moved to a work from home arrangement until 18 May 2020.

Over the period that Rockhampton Regional Council Libraries were closed, library staff worked remotely in a range of areas, but it was in the area of staff capacity development that a cultural shift of lifelong learning emerged, which translated in ongoing staff professional development. Staff created online content, wrote reviews and tech tips, engaged in webinars, accessed Lynda.com, ALIA and other professional learning opportunities, updated and improved digital competencies, catalogued digitised archives, indexed negatives, transcribed oral histories and developed work instructions, procedures and policies. Staff have, and continue to be, committed and diligent in their learning strategies during a challenging time.

All library staff have actively recorded their daily activities in Learning Logs reflecting a diverse range of professional development outcomes. Library staff cheerfully volunteered to be involved in various charity organisations such as Hands of Compassion and Rose's Angels. Administration staff fielded many enquiries from people wishing to become members or reactivating their library membership. Patrons have also received tech assistance in accessing the many digital platforms on offer via the online library catalogue.

The range of lifelong learning experiences evidenced through staff reporting was extensive, inter-disciplinary in focus, inventive and resourceful. Front-facing staff who generally thrive in busy, interactive and client-based environment were thrust into a very different world requiring the application and learning of new skills. Staff dealt with challenges associated with connectivity, access to technology, mastering new portals of engagement and library-based activity with enthusiasm, and perhaps a few tears. Some administration staff, with limited awareness of library systems, had a huge learning curve to talk patrons through accessing various library databases, apps and other library programs and resources. Staff were patient, timely and self-directed in their learning.

Across the three different work teams - Library Administration, Collections and Systems and Client Services; staff had to adapt, often at very short notice, to remote learning opportunities, the adoption of new projects, working across work teams, collaboratively engaging with each other, customers and Council staff. The pressures were real, with almost daily disruption to everyday library operations.

Due to the ongoing reliance on training, staff undertook extensive professional development. One outstanding example was where one of our Library Assistants applied a strategy learnt in the SLQ Guide to Homelessness Training to effectively resolve an escalating incident between two clients which resulted in a police callout. She stated that the training helped her enormously in dealing with a volatile situation and helping to de-escalate customer tensions.

In the context of ongoing digital disruption due to COVID-19, library staff and indeed society needs to strengthen their commitment to lifelong learning in order to develop new skills and higher-order thinking. However, lifelong learning shouldn't only be seen as a solution to an emerging problem, but also as an opportunity.

CONTACT: Ann-Maree Dyer

Ipswich Libraries

Dive into Books: Kids Alive

Dive into Books: Kids Alive was a partnership between Ipswich Libraries, Kids Alive and Just Sports and Fitness aimed at demonstrating the power and potential of libraries and early learning and literacy programs to deliver and reinforce important water safety messages to the most vulnerable under 5 age group.

Dive into Books was planned, coordinated and delivered by Ipswich Libraries First Forever team as a First 5 Forever Innovation Grant project. The project was based around a series of interactive storytelling sessions at a local outdoor swim centre, with favourite songs, rhymes and books being recreated and shared by experienced and skilled library staff to ensure high levels of engagement and meaningful and authentic links to important water safety messages. The Kids Alive suite of 'Boo' books, puppets and resources also gave inspiration for fun and educational content. A program highlight was the participation of Australian swimming legends, Laurie Lawrence and Susie O'Neill, who enthusiastically joined in songs and rhymes and shared their own personal messages during the final session. Sessions were professionally filmed and edited to produce a 5 minute video available on the Kids Alive website as an online learning resource for early years' educators and the wider community.

The project built on existing collaborations with the Kids Alive – Do the Five water safety program and Just Sports and Fitness, extending the project's reach and offering new and ongoing opportunities for

Ipswich Libraries to connect and engage. Free pool entry and the distribution of First 5 Forever kits and Kids Alive learning resources encouraged participation and the sharing and reinforcement of messaging in the home environment. The video, released 30 November 2020, will soon be supported by the program plan and additional resources in the professional development section of the Kids Alive website enabling other libraries and organisations to use or modify the Ipswich Libraries' Dive into Books model.

This project demonstrates the potential of libraries to play a powerful role in supporting community safety and wellbeing. Combining early literacy and water safety messages, and delivering these in community spaces such as pools, is an effective strategy for engaging with those families who enjoy energetic outdoor activities such as water play and swimming but might not feel so comfortable in a traditional library setting.

The project also highlights the important role that program delivery can play in promoting library services in general. It has increased the visibility of the First 5 Forever team beyond the target audience and highlighted the skills, innovative flexible mindset and resourcefulness of library staff in their capacity to deliver 'active' literacy themed programs. The project also highlights the effectiveness of involving well-known and charismatic sporting/media personalities as a strategy to attract media interest, enthuse participants and strengthen messaging.

There are no plans to replicate the entire grant project, however the inclusion of public swimming pools as a venue for First 5 Forever events will continue over warmer months when viable. Elements of the project will be incorporated in other partnership opportunities.

CONTACT: Gail Seeney

Ipswich Libraries

Karalee Pod

The Library Pod is a new outreach collection initiative for Ipswich Libraries; a continuation of our vision to deliver innovative services to the community.

The needs analysis for the Library Pod came from surveys and feedback from our members of existing outreach services including the Mobile Library. Our organisation was seeking a more sustainable and innovative approach to collection outreach. We developed our collection offering based on demographic modelling of the suburb and from usage analytics of members from the area.

Further development came from the business intelligence supplied by our successful "Marketplace" curation model, currently in use at a number of our major branches. This provided the turnover information we used to generate our original stock and resupply models for the collection content.

The mission of the innovative project is to place our beautifully designed Library Pods in popular and busy community or retail hubs, be accessible to all our members and be able to provide loans, returns and reservations for any of our customers. By creating a service point with a small-footprint within a busy suburban shopping centre, our organisation is able to service the needs of community members who may not traditionally make use of the main branches of the Library.

We have adopted a low-friction 'sign-up and use' workflow so that prospective members can sign up and engage with the kiosk immediately. The pods are completely accessible to all members and facilitate loans, returns and reservations for library members.

The project design objectives were to provide a useful, functional and beautiful service point for customers and enable collection transactions that prioritise and enhance customer experience over traditional operational constraints. The prototype was designed to be readily replicated so that access to collections could be rolled out to new and developing communities before full library services were possible.

In contrast to the technology components which were found to be utilitarian and functional, the design focus was based on creating a pleasing aesthetic. Much of the planning focussed on creating a design that enveloped the RFID shelves in a way that made them appear more attractive and inviting. Being a significant priority, one of our main project objectives was to replicate the joy of browsing a library; we did not want to create a "Library Vending Machine".

The installation houses three electronic RFID "LibCabinets" which open when the user's card or app-enabled phone is presented. When opened the cabinets allow the user to browse the internal bookshelves and choose an item. Once an item is removed and the door closes the book is

automatically checked out to the user with no further engagement required. The Pod also features a large touchscreen which shares instructions on how to use the technology and two benches which double as collection storage units.

The stylish and striking Library Pod is another strategic achievement for Ipswich Libraries in demonstrating the organisation's capacity for attractive and contemporary service design as well as delivering assets to the community that are a source of pride and value.

CONTACT: Gail Seeney

Ipswich Libraries

Building Better Libraries

A campaign was developed to manage the multi-faceted aspects of closing and opening three libraries over a short period of time. The Building Better Libraries campaign was a collaboration between Ipswich Libraries Customer Experience team and Ipswich City Council Marketing and Promotion. It consists of four stages:

- Prepare and Design
- Create and Launch
- Establish
- Manage.

Over a period of 4 weeks we temporarily closed one branch, re-opened it as the Interim Children's Library and two weeks later opened the new Ipswich Central Library in a new location. Due to the complex messaging over an extended period of time we adopted a staged approach to communicate to the community as clearly and succinctly as possible.

The target audience were:

- Library members
- Local residents
- Visitors and tourists
- Local tenants and businesses.

The purpose:

- To ensure library members were aware and prepared for changes to services and locations
- Build anticipation and excitement about the new offerings
- Keep the community updated with key milestones.

The communication strategy consisted of:

- EDMs
- eNewsletters
- billboard advertising
- MREC ads
- SED indentilites
- print collateral
- direct to public pitch
- internal and external signage
- wayfinding
- social media platforms
- media release
- industry release
- opening event and preview sessions.

Thinking outside the box and looking at unconventional ways to help deliver our messages resulted in using the physical library as a point of reference. We installed a large vinyl wrap on the exterior of the Library transforming it into a billboard. We used the interior of the Library as a notice board installing adhered vinyl decals relaying relevant messages during each stage. The same messaging was replicated

in a simplified timeline produced in print form as takeaway postcards and coreflute signage that was strategically positioned externally.

The digital campaign was anchored by an information page on our website, and weekly EDMs.

The extensive, staged approach saw an effective and successful campaign deliver key messages at key milestones allowing the community to absorb and understand the 'why' behind the changes. Each stage allowed us to focus the message and deliver targeted information without overwhelming or confusing our customers, resulting in a community excited and looking forward to the new offerings.

Encouraging feedback from our community and external stakeholders assured us the communication about the changes made any required adjustments an easy transition. Our members were very receptive and grateful for the extended lead time to allow them prepare for any disruption to the services available.

The campaigns' success highlighted how supportive and amenable to change our community are when we clearly communicate their ability to access services is a shared priority.

The campaign is still in place until our New Children's Library opens mid 2021. Attachments; Building Better Libraries Comms Plan + Ipswich Libraries Digital Content Strategy.

CONTACT: Gail Seeney
