

**Present:** Jillian Yau (Lane Cove), Karen Mitchell (Lane Cove), Rachel Fallowfield (Willoughby), Marilyn Hills (Hornsby), Cheryl Etheridge (Hornsby), Therese Scott (Ashfield), Jane Shine (Warringah), Paula Pfoeffler (Canterbury), Kathryn Cass (Marrickville), Cynthia Methven (Hornsby), Kate O’Grady (SLNSW), Cameron Morley (SLNSW), Jennifer Bice (Lane Cove)

**Chair:** Rachel Fallowfield

**Minutes:** Kathryn Cass

1. Apologies: Margaret Redrup-May (Blacktown); Regina Chan and Christine Howard (Randwick); Jacqueline Elstein (Mosman); Yasmin Greenhalgh (North Sydney); Wendy Ford (Manly); Diane Webster (Hurstville)

2. There were no corrections to previous minutes

3. SLNSW will host an electronic ‘wall’ which will be attached to the google map of libraries that is on their website.

Marilyn highlighted an issue with virtual photos and who owns it. What happens if someone takes a photo of a physical wall and uploads it online? Who owns it? Do we need separate permissions? Cameron asked if we were all going to put the wall up on our own website – most people said yes.

4. One Country Reading – books are out and judges have to make a decision on the longlist. The voting on longlist closes on 30 sept, then there’ll be a wider voting pool from the short list. Voting for the one country reading will be online and in local libraries.

Cynthia reminded us that the authors on the shortlist of the best NSW book will do promotional work at various locations.

5. Richard Glover and Susanne Gervay are NSW ambassadors and we will get back Libby Gore about what the ambassadors will be expected to do. The ambassadors will attend the launch. There is good support from SLNSW and the President of the Library Council of NSW has expressed interest.

As NSW have enough ambassadors, the suggestion is to call for 'supporters' with an appearance at least one event and a quote. **Paula has a template letter that she will investigate putting on the NSW MPLA website.**

#### 6. Greater Sydney Promotional Ideas (updates)

- Kathryn reported to the group about the BridgeClimb and banner hanging options.
- Jane will find out about Tim Bailey to do the weather on ten promoting the NYR
- Cameron and Jenny have been talking with Cr Graham Smith about getting a very large external banner to promote libraries and NYR. There was a discussion about external and internal banners and it was suggested that individual libraries might like to get their own. They are available on the NYR website. \$386 +GST
- NSW MPLA will give \$5000 to promote NYR (any more requires a motion at the next NSW MPLA meeting).
- Jenny suggested combining a purchase of banners as long as there's no need to have individual logos on them.
- Other ideas for the money: Cameron briefed us on other ideas, apart from banners. Author forums: doing workshops around libraries (some Authors have already approached us); something similar to adult learner's week grants (\$500) – say \$500 to 50 libraries to pay for events during NYR. Quotes on banners and author forums required, and fleshing out the ideas of what a grants scheme would look like.
- Paula suggested contacting IBBY. Kathryn suggested podcasting any forums and allowing external questions being asked via the web.
- Good reading will be doing special editions during feb and aug 2012 on NYR and the launch at the NLA is going to be a lunch on 14/2/12. Co-hosted by Jennifer Byrne. She will also announce NYR on First Tuesday Bookclub on 10<sup>th</sup> dec.
- Cameron encouraged libraries to put press releases out. He suggested that SLNSW might be able to create some templates.

Jill and Jenny reminded us that templates are also available on NYR wiki (as well as MPLA website soon)

- Cocktail party launch at SLNSW on 14/2/12.
- Public Libraries NSW - Country is happy to do something during the SWITCH conference.
- There was some discussion about keeping up the momentum throughout the year... Library Lovers' Day (Feb), Library and Information Week (May), Country Conference (Port Stephens) and something like a world record attempt in July, or at 'Discover' ALIA Biennial conference in July, and then some sort of event in October.
- For the world record... suggestions included doing along walkway of Harbour Bridge, Steps of Opera house, from SLNSW to Opera House down Macquarie St or from SLNSW down Martin Place past Channel 7.
- No news on Vivid festival. Cameron highlighted that Penny Amberg (CS Director) had been a Library Manager. **Cameron will talk to Penny about getting banners up in CoS.**
- We decided not to go with signwriting – probably a bit ambitious
- Jill reported that the Crave Festival will be at Bondi Beach. <http://www.cravesydney.com/breakfastonbondi> - Should we have some sort of presence on the beach? Maybe see how it goes this year and then make a decision.
- **Kathryn to get quote about bridgeclimb as far as pylon.** Also to use photo in press releases. Maybe send supporters and ambassadors up there?
- Simultaneous book club - Jenny suggested doing a reading of 'one country reading' winner, to avoid the issue of spread of resources.
- 'the reading hour' – read one hour a week over the year – aimed at families. A potential simultaneous event Sat 25<sup>th</sup> August 6-7.

#### 8. Updates from working groups

Therese spoke about the Readers Advisory Group - it has created hashtags and summaries for each petal on the NYR logo from Jan-Dec 2012. This twitter reading group is for everyone: Librarians from everywhere and Library customers from everywhere! The reading starts

in Jan 2012. The 2011 twitter reading group is going strong and the subjects can be viewed on the Readers Advisory Wiki. Again everyone can join in, you don't have to tweet: you can just follow the blog.

The steering committee would like the 2012 Twitter reading group to be listed in Events on the NYR website. Bookclubs, readers etc could tailor their NYR to these themes if they like. #nyr12

HLS is very interested in participating in NYR – they will brainstorm at the next meeting

Children's and Youth meeting is next week.

Jenny reminded **everyone involved in Working Groups to bring up NYR at their meetings.**

Jane discussed the Marketing Group. There's an idea that the Marketing Group might be running a workshop on how to write press releases. Rachel asked if the group would release templates.

Literacy group – Jenny suggested we talk to them about the reading hour.

Multicultural working group – it was discussed at the last meeting.

9. Updates from Regions / Cooperatives:

Shorelink - will try and collaborate on a few things. Bookmark; photographic competition; lads and dads storytime; banner ideas;

SWIFT – haven't arranged any joint events at this stage

10. Other Business:

Jane did a 'show and tell' : little booklights. Carol is thinking of getting 1000 or more. Min 200 purchase for \$1 each. Takes 6-8 weeks. **Carol Yuen (Warringah) needs to know within a week.** You can stick your own stickers on. Warringah would supply with the NYR sheets of stickers.

Karen had 'show and tell' – make your own bookmarks- through beading workshops. They are looking at implementing this as a school holiday activity at Lane Cove.

Next meeting: 23<sup>rd</sup> Nov at SLNSW.

Meeting closed at 3:50pm

28/10/2011 3:27:00 PM

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