



# Exploring the theme

Competitions, school outreach, programs

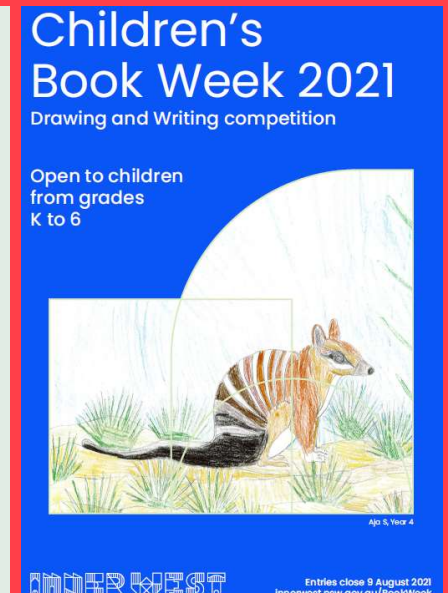
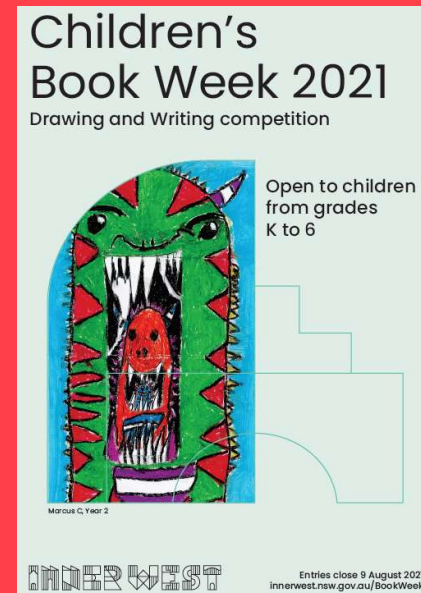
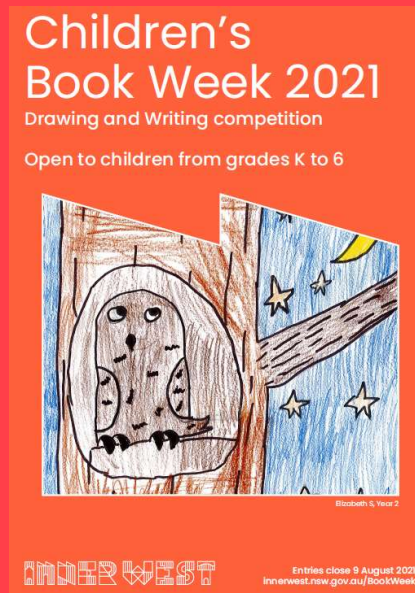
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INNER WEST

# Competitions

- Posters featuring winning entries from previous year
- Open to primary school aged children in years K-6
- Drawing category for K-2
- Writing category for 3-6
- Competition prompts in line with theme – Old Worlds, New Worlds, Other Worlds





- Competitions run from June 1 – mid August every year – prize presentation the highlight of our programming during Book Week itself
- This allows promotion across two school terms and 1 school holiday period.
- July school holidays for K – 6 programmed to ‘Old Worlds, New Worlds, Other Worlds’ theme. This year:
  - Map Drawing workshop – make a map of your favourite place
  - Writing workshops - Kids will learn all about creating a vivid setting for their story and how you can use location as a starting off point for your story!
  - Terrariums – create your own world
  - Entry forms to be handed out at all activities for school aged children, as well as displayed for people to take in all our branches

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# Prizes

- Instead of just having 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> place and having larger prizes, we prefer to have smaller prizes and celebrate more kids.
- Up until recently, 10 prizes per school grade
- Competition has grown so much that we've increased to 15 per grade
- Judged by library staff – shortlisted throughout the competition period and then finalised during a final judging day.
- Prizes are brand new books and a certificate per winner. A lot are CBCA shortlisted books for that year.
- Last year because of Covid19, prizes were a \$20 voucher per winner redeemable online from one of our local independent book stores.
- This model allows us to represent children from more schools around the Inner West, which is incentive for them to work with us to promote to their students, and key to maintaining the healthy relationships we build with them.



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- Winning entries are displayed on our website – first name and grade only for privacy
- Carers and schools sent link
- Link to library website ends up shared in school newsletters, social media pages and more

## Competition winners from 2020

### Kindergarten



Amy C



Elise



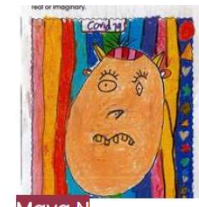
Leander T



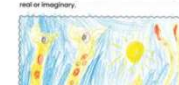
Lexi E



Malbec A



Maya N



### Year 3

- ➔ Addie (84.8KB)
- ➔ Edan M.F (450.3KB)
- ➔ Gemma B (146KB)
- ➔ Hazel T (108.6KB)
- ➔ Iris (281.6KB)
- ➔ Madeleine F (76.3KB)
- ➔ Marley W (219.8KB)
- ➔ Petra G (443.9KB)
- ➔ Talia M (63.3KB)
- ➔ Vivienne M (61.5KB)

### Year 4

- ➔ Aja S (59.9KB)
- ➔ Elizabeth H (49.8KB)
- ➔ Emmett C (146.1KB)
- ➔ Laila I (223.3KB)
- ➔ Madi C (169.4KB)
- ➔ Maggie K (68.6KB)
- ➔ Michael I (207.4KB)
- ➔ Milla D (61.9KB)
- ➔ Naomi Z (191.1KB)
- ➔ Tiffany X (168.5KB)

# Schools

- Competitions used as a relationship building tool with schools
- Promotional material sent to every school in Inner West (email and print)
- School librarians do displays in their libraries
- Teachers complete the competitions as whole class activities
- Schools collect entries for us and then bring the bulk lot in or arrange for staff to pick up upon competition completion
- Competition promoted in school newsletters
- Schools can arrange for library staff to visit assemblies/classrooms to promote the comp and other lib serviced – last year we used Zoom or schools platform of choice
- It's great when participating schools are reflected in the winners lists, especially if a school participates for the first time –incentive to build relationship
- School teachers, librarian and principal and parents invited to presentation if a child from their school wins.



# Impact

- Over 3100 entries received annually.
- 54 unique schools participate, sometimes whole school participation, sometimes single class. We monitor this and aim to build on it the next year.
- Has helped build and strengthen relationships with teachers, principals and school librarians.
- Schools anticipate the competitions, we start getting phone calls early in the year making sure it will still be running.
- After our initial emails/mail outs, schools basically take over marketing and promotions, they do displays, newsletters and chase up students for last minute entries.
- Prize presentation always joyous, and good news story for our social media as well as school accounts.
- Celebrating the talent of local kids.
- We've been pleasantly surprised by bundles of entries from schools from out of area who we haven't actively promoted to, which shows a potential community need for something similar in other areas.
- Bonding tool post 3 council amalgamation – it was an Ashfield Council legacy competition and the first harmonised project we could easily work on and expand across the whole new LGA. The success was a driving force to harmonising the new team.
- Key is keeping it as simple as possible and not overthinking. Making it as easy as possible for teachers/schools to participate

