

Programming for diverse communities post COVID – Diversity is key.

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- City of Parramatta Libraries

City of Parramatta
Snapshot

Population: 257,197

**52% speak a language
other than English**

**Top 3 languages:
Mandarin, Cantonese,
Korean**

- **2,900 face to face programs run annually**
- **COVID-19 lockdown meant cancellation of approx. 100 programs advertised in Autumn**
- **Aim: to create inclusive and diverse programs (on multiple platforms) for CALD communities used to engaging with library F2F**



- ***Resources in Other Languages* webpage - a one stop location for pre-recorded and live streamed programs.**
- **151 videos generated; 25 of which were delivered in other languages, including English pronunciation series.**
- **50 episode with 1,717 downloads in total, so far**



CALD content created

- **A Taste of the Classics – video series with staff reading classic texts. Included readings in Chinese, Hindi and Korean.**
- **A series of instructional videos around use of mobile technology (delivered in Mandarin) - most popular digital program.**
- **Online CALD programs amassed a staggering 5,700 views in total**
- **Podcast has been another main platform for CALD communities (second presentation from City of Parramatta Libraries to follow) on health info, COVID updates, JobKeeper & JobSeeker, tax info, preventing domestic violence, book reviews and more delivered in Arabic, Chinese, Korean**
- **Tech Savvy Seniors – zoom live learning – grant opportunity saw delivery of 13 sessions in 4 languages with 134 participants (ongoing until November 2020)**
- **Facebook, YouTube, Podcast platform, Twitter & Zoom – all used to share content with community**



Outcome

**Managed to build up a large
online audience from CALD
communities**



Post COVID Challenges

- **Evaluation of digital content and feedback – from staff & public**
- **Equipping staff with skills in how to record and edit online programs – guidelines and tips**
- **Balancing F2F and online programming – constantly measuring COVID changes**
- **Collaboration with others – utilising more resources**
- **Resources – equipment and staffing**

<https://www.cityofparramatta.nsw.gov.au/living-communitylibrary/resources-in-other-languages>

YouTube

<https://www.youtube.com/user/Parralibrary>

Facebook <https://www.facebook.com/parralibrary>

Twitter <https://twitter.com/parralibrary>

Podcasts <https://parralibrary.podbean.com/>;
<http://parralibcald.podbean.com/>

Blog <https://parrareads.parracity.nsw.gov.au/>

Thank you

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