Summer, Showcase & More

City of Ryde LIBRARIES

Reader's Advisory Seminar

21 March 2023
State Library of NSW

Presented by Suzanne Micallef
Programs & Engagement Librarian

Summer Reading Challenge 2023

- Over 170 entries

- Over 2000 books read

- 300 mystery packs packed

- Promotional theme & marketing collateral created by Council graphic designers – reading log, bag stickers, posters, log stickers etc.

- Prize draw was 5 Book Bundles worth up to $100ea – end of February

Showcase – RA Display Revamped

READ RELAX REPEAT
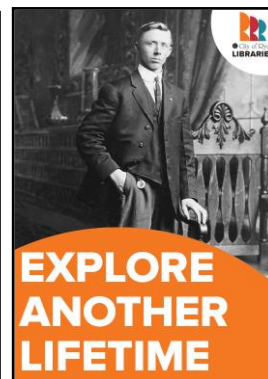
Olive – our star cat!

STEP INTO CHARACTER

ESCAPE THE EVERYDAY

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EXPLORE ANOTHER LIFETIME

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DISCOVER HOMEGROWN TREASURES

KNOW YOUR WORLD

WEIRD WONDERFUL WORLD

READ RELAX REPEAT

TAKE ME OUT

City of Ryde LIBRARIES

- Posters featuring large images with strong colours created with words/phrase to be inviting, evoke emotion and be punchy
- Allows a larger variety of items to be used as many titles suit a more generalised theme, there is scope given to create short term displays when needed for special celebrations e.g. Anzac Day
- Posters are used in a face out display and high traffic area across all branches
- A suite of posters are created quarterly for selection and rotation, posters are usually changed once a month
- Some themes/phrases can be used across age groups simply by changing the images
- Benefits – staff time is saved not having to create their own themes all the time, there is more RA consistency across the service, and it encourages a broader range of displayed items
- Some challenges faced – creating enough variety of posters to select from that meet the broader theme idea in a timely manner and the opportunity to express staff creativity/craft skills
- Overall there has been an increase in loans, especially for items with poor circulation and staff resources have been reallocated to customer service
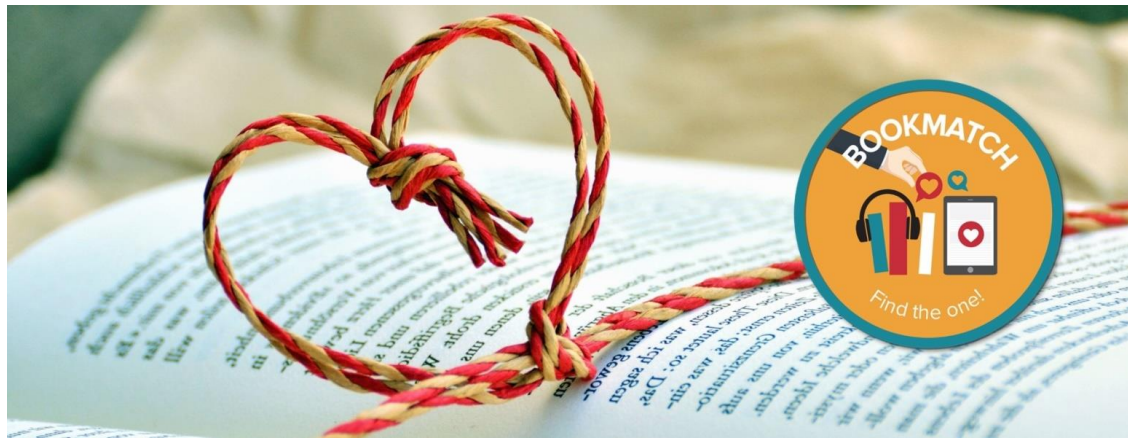
- Launched in mid 2021
- Curated reading recommendations list of titles selected by a pool of library staff
- Borrowers are asked a series of questions via online form on Ryde Library website
- List sent within 5 working days with catalogue links
- Average - 4 per month, most suggested titles being reserved by the borrower
- Need for both 'passive' and 'push' promotion – with regular promotional campaigns