

# Public library promotion

After two successful expos in the Melbourne City Square, the Victorian Public Library Expo Association (VPLEA) is branching out this year with expos at six suburban shopping centres. They will be held on Saturday 21 October and Saturday 28 October, coinciding with Australian Library Week.

Public libraries have been linked to shopping centres in the same geographical area. These libraries will provide the local content for the expos. The VPLEA will distribute kits to each site containing professional, high-quality lettering, signs, posters, sample bags and guidelines for media publicity. The kits were assembled by librarianship students from Box Hill TAFE, RMIT, and Monash and Melbourne Universities. The expos will feature displays of library services as well as activities such as story tellers, puppet theatres and entertainers.

The VPLEA has spent much time attracting sponsors to donate money and products for the expos. Over the past 2 years, the Association has enjoyed the general support of the library industry; this year, corporate sponsorship is also being sought. A brochure inviting commercial sponsors to support the Association has been sent to the library industry. It details the advantages of supporting the VPLEA, describing it as a dynamic, value-for-money promotion. It points out that individual public libraries have as many as 2000 visitors a day, and throughout the State 52 per cent of the population are registered public library users.

An exciting development this year

is the 'Transporting art: thematic tram program'. The Ministry for the Arts and the Ministry for Transport are jointly sponsoring this project, which will see specially commissioned decorated trams on the road for 12 months. The VPLEA — in conjunction with ALIA and the Library Promotion Committee of Victoria — has made a submission to be included in the program. The concept being proposed for the tram is the Australian Library Week theme: 'Libraries — always there for you'.

Although no decision has yet been made, publicity is already underway. At the Children's Book Council's Book Fair at the Dallas Brookes Hall, 22—25 July, forms for a colouring competition to decorate the library tram will be distributed to thousands of children who will visit the fair. The competition is being sponsored by Angus & Robertson Books, Springvale. The winning entrant will receive \$100 worth of books from Collins Publishers and a ride on the library tram with friends on the day of the tram launch.

One of the most successful fund raisers last year was the Expo Raffle. Another raffle will be held this year, with first prize — a 3-day, self-drive cruise on the Gippsland lakes on a motorised yacht — again being donated by Nova Library Products. Tickets will be distributed to libraries and Friends of the Library groups in August.

For more information on the expos, contact Christine Mackenzie, Victorian Public Library Expo Association; telephone (03) 547 8311.

## VPLEA — A dynamic and successful organisation

The first Public Library Expo was held in the Melbourne City Square in May 1987, sponsored by SOLV (Survival of Libraries in Victoria). In October 1987, the Victorian Public Library Expo Association was formed as a separate body to SOLV. A second Expo was held in the City Square as a feature of Australian Library Week in October 1988.

### The aims of the Association are:

- the promotion of interest in the use of public libraries;
- to organise at least one public library expo per year;
- to cooperate with other organisations with similar aims, including the Library Promotion Committee of Victoria; and
- to raise funds for these aims.

**Membership of the Association is open to all Victorian public libraries, professional and related organisations, and groups or individuals who support the Association's aims.**

# New IFTN sponsors' list

The IFTN National Committee acknowledges the generous support of:

Adelaide Area Education Office  
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