

Lobby for libraries meets Australian Library Week

Sue Owen

Two recent *Lobby for libraries* workshops in Hobart and Launceston have shown that lobbying and presentation principles can be put into practice, regardless of the library concerned or position held. Feedback from the eighteen participants of the program was unanimous — the workshops were well worthwhile.

Each workshop ran for more than three hours, allowing participants to work through exercises and discuss current problems facing their library. By viewing the advocacy process as a series of eight steps, the task is sliced into bite-size, easy to digest pieces. Fol-

lowing the steps makes solutions more evident and outcomes more positive.

To many participants, a bonus from the program was the opportunity to discuss current issues of concern with other librarians. In many cases, participants found that their partner had been through a similar problem and could share experiences. More time was demanded for this aspect of the program. Although the *Lobby for libraries* workshop focuses on dealing with politicians in the federal arena, the processes described and the tips and suggestions on presentation are equally relevant in everyone's day-to-day work.

An opportunity for putting some of these techniques into practice is Australian Library Week. So while we had some good brains gathered together, we did some storming.

Despite a few groans at first, everyone contributed to amassing a wide range of activities for making the most of Australian Library Week — our best chance for promotion.

The total list of activities was fifty! Imagine if we had more time and more people. Using our newly-acquired knowledge about the advocacy process, we considered which activities would be conducted in our library and involve current patrons, and which would take our message outside the library and involve non-users, the media and our library's various decision-makers and influence holders. The resulting table of activities is a collection of both in-house and external suggestions. If you would like a copy of the list of activities, please contact Sue Owen in Tasmania on telephone (004) 58 1226 or fax (004) 58 1474.

And if there is a *Lobby for libraries* workshop heading your way, invest the \$30 and a few hours in creating for yourself a brighter future. ■

All the way with ALJ

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Volume 45, number 1, February 1996

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