

Get smart, for free!

The State Library of Tasmania's effective new promotion

A young woman ('Ella') is wandering around a market on a sunny morning. She stops at a couple of stalls to buy some berries and tomatoes...

Next we see Ella at her computer visiting the State Library website. The scene cuts to the catalogue search page where she types in 'Nigella' and 'Jamie', and she clicks on the 'Place a Hold' button...

Cut to Ella at the library, where a smiling member of staff is passing her a pile of books, CDs, audiobooks and magazines...

We then see Ella checking something cooking in her tidy modern kitchen. On the kitchen bench is a tempting bowl of berries and a pile of sumptuous food books...

During the remainder of this thirty second advertisement, Ella will conduct searches on subjects including travel and do-it-yourself projects. She will be seen using items from the library to enhance her life: listening to language tapes in her bean bag; reading Lonely Planet Guides at a café and; wielding a drill as she studies her DIY guide to shelf building.

The State Library of Tasmania television advertisements are surprising as the setting is very rarely a library. Instead what we see is someone who is young, modern and successful accessing the library via the internet and using a range of different items for practical purposes as well as enjoyment. The messages that the State Library is conveying through this campaign include: the access to our online catalogue anywhere, anytime via our website; that we are a contemporary and relevant organisation that has lots of new books and other items; and that the library is free.

One of the most surprising findings of the State Library of Tasmania's market research conducted last year was how out-of-date people's knowledge of the library was. While the



The ad production crew shooting 'Ella' on location at Zest, the State Library's café.

100 per cent approval rating for libraries was gratifying, it was worrying to discover that many people had never visited our website and had little knowledge about basic services such as the holds (reservation) system. There was a serious misperception that people could only borrow what was on the shelves in their own library. Through these advertisements the State Library aims to better educate our existing library users, as well as attracting new users who may be unaware of the range and quality of resources and services available.

The advertisements were produced with the assistance of the Tasmanian branch of the Australian Film, Television and Radio School. They were launched by the state Minister for Education, Paula Wriedt, during Library and Information Week and are currently screening on WIN Television across Tasmania.

Bryony Nainby, State Library of Tasmania

Flexibility, ease of use...

John Fairfax Publications Pty Limited has chosen Softlink Liberty 3 for their library and information management solution. The company chose Softlink Liberty 3 due to the high level of flexibility, ease of use and neat fit with their current and future library and information management needs.

John Fairfax is a leading Australian media group and is listed as one of the country's top 50 corporations. The company publishes many of Australia's best-known newspapers and magazines including *The Sydney Morning Herald*, *The Age*, *The Australian Financial Review*, *BRW* and *The Sun-Herald*. In addition, Fairfax publishes financial and consumer magazines, and provides online, interactive and e-commerce services through f2, its wholly owned internet subsidiary.

Softlink is an Australian owned company and is acknowledged as a world leader in its core activity — library automation software. Softlink's software is installed in more than 9000 sites in 85 countries covering ten major languages.

Softlink Liberty 3 is a web-based integrated library and information management solution known for powerful full-text searching and ease of use. All functions of the software including searching, cataloguing, circulation, and system tailoring operate simply via the desktop browser. Softlink Liberty 3 is the complete web-enabled library and information management solution for special, academic and public libraries. ■