

# READING CRITICAL: DEVELOPING READERS IN AUSTRALIA AND NEW ZEALAND *Program*

## DAY ONE Friday 11 April 2008

8.00-8.45am	<i>Registration and Tea/Coffee</i>	
8.45-8.50am	<i>Anne-Marie Schwirtlich</i> State Librarian, State Library of Victoria	Welcome and opening of the conference
8.50-8.55am	<i>Alan Bundy</i> Conference Chair	Conference aims
9.00-9.45am	<b>The reader at the centre: the Essex experience</b>  <i>June Turner</i> Reader Development Manager Essex County Council Libraries UK	Essex is one of the largest English local government authorities and has a national reputation for the quality and range of its reader development programs. This presentation will review its adult reader centred activities and highlight the factors that have contributed to its success. The UK's National Year of Reading in 2008 will also be discussed.
9.45-10.15am	<b>Reader development through embracing and working with writers festivals</b>  <i>Rosemary Cameron</i> Festival Director The Age Melbourne Writers Festival	Writers festivals are becoming ubiquitous. Yet few librarians engage with them to develop readers. What models developed to maximise reader development during five years of directing the Melbourne and Brisbane writers festivals; and establishing the biennial Asia-Pacific literary festival directors conference in 2005, will work best?
10.15-10.45am	<b>Working with local writers</b>  <i>Jane Mathieson</i> Coordinator NW Libraries reader development partnership UK	<i>Here &amp; now: the best NW writing in NW libraries</i> was designed to be a reading promotion with which all 22 NW library authorities in the UK could work. Through a package of print, web data, training and events in libraries, barriers between librarians and writers have been overcome. Librarians are more confident about hosting events with writers, and many of these writers now champion their library services.
10.45-11.15am	<i>Morning tea</i>	
11.15-12 noon	<b>Reading partners: how libraries and publishers can enthuse readers together</b>  <i>Tom Palmer</i> Consultant Reading Agency UK	UK libraries and publishers have been working together for several years to stimulate major author tours, book promotions and reading groups for libraries. Overcoming prejudice on both sides, the partnership is now flourishing. How do the public and private sectors work together so well for the good of readers? What models of activity have worked best?
12noon-12.30pm	<b>Promoting reader development: a publisher's perspective</b>  <i>Del Robinson</i> Education Consultant Penguin Group (Australia) Victoria	What a major international and Australian publisher is doing to promote reader development, with an emphasis on online communications including a YA online bookclub and consumer e-newsletters for adults, educators and children.
12.30-1.00pm	<b>From adult summer reading programs to readers advisory 2.0</b>  <i>Ellen Forsyth</i> Consultant Public Library Services State Library of NSW	With a focus on technology used for readers advisory service, this presentation will draw on US and NSW examples of collaborations and local initiatives, including a readers advisory wiki. US public library trends in readers advisory work, identified from a 2007 study tour of them, will be outlined.
1.00-1.45pm	<i>Lunch</i>	Optional short tour of features of the State Library including the largest ferroconcrete dome in the southern hemisphere
1.45-2.15pm	<b>Reader development: making it work in inner Melbourne</b>  <i>Shirley Prescott</i> Reader Development Team Leader Melbourne Libraries Victoria	Despite the absence of national reading agencies, Reader Development principles and practices from the UK have proved to be successful in an Australian context. From repackaging and remodelling ideas that libraries have used for years; to productive partnerships that enhance and improve services and programs; to using new technology to broaden reading choices: a reader-centred approach can work in your library service, delivering great benefits to your staff and borrowers.

<b>2.15-2.45pm</b>	<b>Reader development for the vision impaired</b>  <i>Rachael Johnson</i> Manager Reader Services Vision Australia Information Library Services Vic	This presentation will outline the goals, milestones and issues which face a library in providing alternative format content and library information services to readers with a print disability. The Vision Australia Information Library Service has been providing alternative format library services for many years and in many incarnations. It is entering a new phase, combining choice of content delivery backed by a dynamic and progressive collection development policy. Vision impaired readers deserve equitable access to new and modern fiction and nonfiction to participate fully in the world of literature, writers and writing, in book clubs and discussion groups, and accessing new bestselling fiction or revisiting classic works.
<b>2.45-3.15pm</b>	<b>Library visual marketing and its importance for reader access and development</b>  <i>Kevin Heenah</i> Author, retail consultant and trainer Victoria	Public libraries require clever layouts derived from observing user traffic flow; identifying hot spots; deciding what stock offers good impulse loan potential; and making it easy for users to locate items and discover more.
<b>3.15-3.45pm</b>	<b>The Big Book Club Inc: promoting and facilitating reading and literacy</b>  <i>Sue Hill</i> National Project Manager The Big Book Club Inc SA	Since 2003 South Australia has been promoting and facilitating the love of reading, supporting authors and illustrators and encouraging parents and caregivers to read to their children from an early age. To achieve these objectives strong partnerships have been established with 731 public libraries across South Australia, Queensland and Western Australia from the remotest regions to metropolitan centres, local, state, and national media, publishers, booksellers, other arts organisations and communities. By 2011 The Big Book Club Inc will be the leading independent association promoting and facilitating reading and literacy for all in Australia.
<b>3.45-4.00pm</b>	<i>Afternoon tea</i>	
<b>4.00-5.00pm</b>	<b>First panel session</b>  This will be recorded and a transcript included in the conference proceedings	The panel will comprise the first day speakers and provide conference delegates with the opportunity to ask questions, seek and share <i>their</i> information with conference delegates. Please lodge your questions at the registration desk by afternoon tea. More forms are available at the desk.
<b>5.30-7.00pm</b>	Conference reception, in <i>Experimedia</i> State Library of Victoria	<i>Experimedia</i> is an outstanding innovative aspect of the \$200million plus redevelopment of the State Library of Victoria. A highlight of the reception will be an entertaining short talk by Shane Carmody, Director Collections and Access at the State Library and a private viewing for delegates and invited Victorian public librarians of <i>The Medieval Imagination</i> exhibition of illuminated manuscripts from Cambridge, Australia and New Zealand.

## DAY TWO Saturday 12 April 2008

8.00-8.30am	<i>Registration and Tea/Coffee</i>	
8.30-9.15am	<b>Readers for life: a strategy for reader development</b> <i>Jane Mathieson</i> Coordinator NW Libraries reader development partnership UK	This presentation will review the development, implementation and future of a major and very successful public libraries reader development strategy for 22 public libraries in the North West Region of the UK, with reference to the UK Year of Reading 2008.
9.15-9.45am	<b>Reader development in New Zealand public libraries: reality and potential</b> <i>Vicki Darling</i> Library Manager Clutha District Library New Zealand	Reader development and advice continues to be regarded as core business of public libraries. This presentation will report the findings and conclusions of a survey investigating the veracity of this assumption in metropolitan and rural public library services throughout New Zealand.
9.45-10.15am	<b>Bringing it all together: Salisbury Reads</b> <i>Bernice McSwain</i> Manager Library Services Salisbury Library Service SA	Over the past four years Salisbury Library Services in South Australia has developed an extensive program aimed at encouraging all age groups in the community to read. <i>Salisbury Reads</i> has seven components: 1) The Advertiser Little Big Book Club; 2) Books R4 Babies 2: Lapsit program (developed in conjunction with the City of Playford and the University of SA); 3) Storytime; 4) Family Reading Centres; 5) One Book One Salisbury; 6) Book discussion groups + Meet the author sessions; 7) Prescribe books (bibliotherapy). Some of these elements rely on building partnerships. They are also complemented by another program Reading @round the Region. This brought nine local government library services together to ensure that all library staff receive readers advisory training, and to develop a range of resources to support readers advisory in libraries.
10.15-10.45am	<i>Morning tea</i>	
10.45-11.15am	<b>Reading the game: using sport to encourage men to read more</b> <i>Tom Palmer</i> Consultant Reading Agency UK	The received wisdom is that men do not read as much as women. If it is true, how can libraries use sport to engage men and the men of the future ie boys to read more. If it is not true, how can we redefine respectable reading to include sport biographies, the back pages and the internet, so that men and boys see themselves as avid readers and not couch potatoes.
11.15-11.45am	<b>Bibliotherapy for health and wellbeing: an effective investment</b> <i>June Turner</i> Reader Development Manager Essex County Council Libraries UK	This presentation will describe bibliotherapy activity in Essex. It will review the development of bibliotherapy in the UK, drawing on an audit prepared for Arts Council England and Museums Libraries and Archives Council in 2006. It will focus on book prescription but will also cover the use of creative literature to promote health and wellbeing.
11.45-12.15pm	<b>Book groups and reader development: library promotion and social inclusion</b> <i>Fran Inkster</i> Customer Services Librarian Manly Library NSW	Book groups and clubs in public libraries, book stores and the general community appear to be multiplying and thriving. Examined will be their roles, scope, promotion, organisation, aims and differences in relation to the reader development strategies of public libraries in particular, and also their place in the social inclusion focus of public libraries.
12.15-1.00pm	<i>Lunch</i>	
1.00-1.30pm	<b>Reading rewards: evolution and assessment of a train the trainer course for public library reader advisers</b> <i>Sherrey Quinn</i> Director Libraries Alive! Pty Ltd ACT	Reading for pleasure is the core business of public libraries. This presentation will assess the value gained by readers, readers advisers and library services from upgrading the skills needed to answer the timeless question 'What's a good book to read next?' Explored are the professionally empowering aspects of relating more closely to library users, and the tangible benefits to libraries and their funders. The impact of improved readers advisory services on key performance indicators will also be covered. Conveyed will be lessons from four years of readers advisory and reader development courses presented in Australia and New Zealand.

<b>1.30-2.00pm</b>	<p><b>Manukau libraries <i>Best Sellers</i><sup>®</sup>: readers advisory training to transform the customer experience</b></p> <p><i>Paul Brown</i> Outreach Coordinator Adult Services Manukau Libraries New Zealand</p>	<p>Best Sellers<sup>®</sup> is a cooperative train the trainer readers advisory initiative between Manukau Libraries Outreach and Digital Services teams utilizing a specially designed blog as the key interactive tool to support staff learning. A truncated version of the Rewarding Reading program (developed by Ian McCallum and Sherrey Quinn of Libraries Alive! Pty Ltd) it is distinguished by its deliberate integration of the principles of 'retail librarianship' – a service model which, since its incorporation as part of the business culture of the multi award winning Botany Library in 2004, has undergone wider application throughout Manukau Libraries. The overarching – and long term – objective of Best Sellers<sup>®</sup> is the delivery of a recognisably, and consistently, very high quality readers advisory experience.</p>
<b>2.00-2.30pm</b>	<p><b>The past, present and future of digital books</b></p> <p><i>Christine Mackenzie</i> CEO Yarra Plenty Regional Library Victoria</p>	<p>There have been false starts, but there is an increasing number of titles now available in digital format. This presentation will look at library friendly examples and implications for reader development.</p>
<b>2.30-2.45pm</b>	<p><i>Afternoon tea</i></p>	<p>Please hand to the registration desk your questions for the panel session and recommendations to be considered at the end of the conference.</p>
<b>2.45-3.15pm</b>	<p><b>Reading across the continuum</b></p> <p><i>Paula Kelly</i> Manager Reader Development and Library Learning State Library of Victoria</p>	<p>The State Library of Victoria has developed a reader development strategy that embraces Web 2.0 technologies to expand its highly successful offer to teenagers through the Centre for Youth Literature. Not only is the library developing and delivering programs that encompass creative reading initiatives for this group, but also now for families with young children through to adults – reading across the continuum. Beyond the teen years, Text appeal has offered engaging strategies for attracting the gen Ys, whilst Reading Victoria's summer reading program has captured the hearts and minds of Victoria's middle belt of readers. The hallmark Boys, Blokes, Books and Bytes project has engaged dads and their boys in reading together in a home, school and community partnership model. The State Library's SLV 21 project proposal is to design a reader to reader website which aggregates the strengths of the world's best reader centred websites.</p>
<b>3.15-4.00pm</b>	<p><b>Second panel session</b></p> <p>This will be recorded and a transcript included in the conference proceedings</p>	<p>The panel will comprise the second day speakers and will provide conference delegates with the opportunity to ask questions, seek and share <i>their</i> information with conference delegates. Please lodge your questions at the registration desk by afternoon tea. Questions to the speaker after afternoon tea should be handed directly to the chair of the panel. More forms are available at the desk.</p>
<b>4.00-4.30pm</b>	<p><b>Conference recommendations and close</b></p> <p><i>Alan Bundy</i> Conference Chair</p>	<p>Draft recommendations, including space for <i>your</i> recommendations, are on the yellow sheet in your conference folder.</p>