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| **Item**  | **Minutes:** Caz Smith – Darebin and Karen Vardon – Hobsons Bay **Chair:** Karen Vardon/Caz Smith |  |
| **Attendance & Apologies** | **Apologies**: Kristina Purcell-Kingston, Terry May-Melton, Naomi Barr-East Gippsland**Attendance**: Andrew McGrory - amccrory@stonnington.vic.gov.au; cbryceland@hobsonsbay.vic.gov.au Karen Vardon - kvardon@hobsonsbay.vic.gov.au; Ros Ryan - roslyn@wnlc.org.au; Lynne Alderton - lynne.alderton@wml.vic.gov.au; Jenny Lawrence - jennyl@brimbank.vic.gov.au; Emily Braithwaite - emily.braithwaite@wyndham.vic.gov.au; Susan Thomson – susan.thomson@cgd.vic.gov.au; Athina Mavromataki - athina.mavromataki@melbourne.vic.gov.au; Marcela Russnak - marcela.russnak@cclc.vic.gov.au; Robyn Fisher - robyn.fisher@mornpen.vic.gov.au; Teresa Wight - teresa.wight@cclc.vic.gov.au; Beth Luppino - beth.luppino@maribyrnong.vic.gov.au; Rosa Serratore - rserratore@mvcc.vic.gov.au; rclark@hobsonsbay.vic.gov.au; Anita Catoggio - acatoggio@yprl.vic.gov.au; Caz Smith - caz.smith@darebinlibraries.vic.gov.au; Sherrill Harvey sherrill.Harvey@grlc.vic.gov.au  |  |
| **Confirmation of Minutes** | Minutes approved |  |
| **Business Arising** | **LOTE DVDs update** – PLVN group is closer to getting an answer re non classified LOTE DVDs most libraries have stopped buying until a decision has been sorted.**Terms of reference:*** All SIG groups terms of reference are being discussed at PLVN executive
* Meeting planned for 2017 to discuss with the convenors of the SIGs
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| **Guest Speaker**: Bolinda Digital -Rebecca Herman and Kaye Gamble | Session discussed how the approach to marketing has changed to be more customer focus* Its all about how customers share their experience to promote what we do for them
* The Four **‘e’s** are the key.

**Experience -** mapping your listeners journey – how do we want them to feel?**Everyplace** - exploring new media channels**Exchange** - appreciating “value” of things not just ‘cost”**Evangelism**- finding passion and emotion in your brand* Creating a brand. What is the one word you want to be identified by?
* Simplifying your message on what you want to do to deliver to you customers
* Solving the blockers to make the experience way
* How to make your users unable to live without your library

Great presentation agreed by all |  |
| **What’s Hot?**What is one marketing tip you are doing in your library service that you can share? | * Maribyrnong - Internal Marketing. Linking into council events and depots. Informing departments about what the library does and encourage them to share with others
* Dandenong- enews monthly have 23,000 subscribers
* Geelong- display, display, display new front facing display shelving has increased usage greatly
* Wyndham – Cinema advertisement to be shown over summer
* Hobson bay – digitising collection event shared on located Facebook pages. YouTube has over 2,300 views
* Mornington- Top 5 reads in their newsletter is hot
* Casey- separating JNF from Adult has increased usage by 24%
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| **Theme and date considerations for 2017** | Meeting schedule will be the same as 2016. Five meetings throughout the year* Sherrill to organize dates
* First meeting to discuss seminar @ MAV. Seminar to include IT SIG group
* Suggested themes = non traditional collections/ customer driven collections. How do we make our collections relevant-.Jenny Lawrence - Brimbank volunteered to organize
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| **Around the libraries** | * Stonnington currently running their “untitled” festival
* Geelong have refurbished their Golden Plains mobile
* Goldfields have removed their book mobile and may be going out on their own
* Whitehouse looking at refurbishing Box Hill branch
* Wyndham is looking at their 2030 plan and are looking at extending the Point Cook library
* Yarra Plenty has a new CEO. CollectionHQ at implementation stage. Tablo launch beginning in December
* Brimbank a new central library opened in July, usage and membership up particularly the ANF and Children’s collections. Implementation stage of new LMS Koha. Keilor library is up for a refresh
* Casey Cardinia has a new CEO, rebranding in process, will have a full planning day with all branches closed. Main branch collection to be reduced by a 1/3, ready for the new building next year
* Mornington has a restructure with new positions advertised. New staff in collections and new website
* Dandenong LP and Per collections have moved floor usage is up
* Melbourne is working on grubby and transfers via CollectionHQ, Subject zones are under review
* Moonee Valley is working on CollectionHQ clean-up, looking at top list and transfer lists
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|  | Meeting Closed 1pm after Newport tour |  |
| **2017 Meeting Dates:**  | 23 February; 4 May; 29 June; 24 August; 19 October |  |