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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](mailto:amccrory@stonnington.vic.gov.au); [cbryceland@hobsonsbay.vic.gov.au](mailto:cbryceland@hobsonsbay.vic.gov.au) Karen Vardon - [kvardon@hobsonsbay.vic.gov.au](mailto:kvardon@hobsonsbay.vic.gov.au); Ros Ryan - [roslyn@wnlc.org.au](mailto:roslyn@wnlc.org.au); Lynne Alderton - [lynne.alderton@wml.vic.gov.au](mailto:lynne.alderton@wml.vic.gov.au); Jenny Lawrence - [jennyl@brimbank.vic.gov.au](mailto:jennyl@brimbank.vic.gov.au); Emily Braithwaite - [emily.braithwaite@wyndham.vic.gov.au](mailto:emily.braithwaite@wyndham.vic.gov.au); Susan Thomson – [susan.thomson@cgd.vic.gov.au](mailto:susan.thomson@cgd.vic.gov.au); Athina Mavromataki - [athina.mavromataki@melbourne.vic.gov.au](mailto:athina.mavromataki@melbourne.vic.gov.au); Marcela Russnak - [marcela.russnak@cclc.vic.gov.au](mailto:marcela.russnak@cclc.vic.gov.au); Robyn Fisher - [robyn.fisher@mornpen.vic.gov.au](mailto:robyn.fisher@mornpen.vic.gov.au); Teresa Wight - [teresa.wight@cclc.vic.gov.au](mailto:teresa.wight@cclc.vic.gov.au); Beth Luppino - [beth.luppino@maribyrnong.vic.gov.au](mailto:beth.luppino@maribyrnong.vic.gov.au); Rosa Serratore - [rserratore@mvcc.vic.gov.au](mailto:rserratore@mvcc.vic.gov.au); [rclark@hobsonsbay.vic.gov.au](mailto:rclark@hobsonsbay.vic.gov.au); Anita Catoggio - [acatoggio@yprl.vic.gov.au](mailto:acatoggio@yprl.vic.gov.au); Caz Smith - [caz.smith@darebinlibraries.vic.gov.au](mailto:caz.smith@darebinlibraries.vic.gov.au); Sherrill Harvey [sherrill.Harvey@grlc.vic.gov.au](mailto: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 |  |
| **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% |  |
| **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 |  |
| **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 |  |
|  | Meeting Closed 1pm after Newport tour |  |
| **2017 Meeting Dates:** | 23 February; 4 May; 29 June; 24 August; 19 October |  |