



Australian Library and
Information Association

ADVOCACY ACTION PLANNING WORKBOOK

Name

ADVOCACY PLANNING

Why advocate

Is your library service well funded, valued, secure? Few library services in Australia and worldwide can answer a resounding yes to this question. Even those that are currently in a good position sense that it only needs a change in council or a new executive

who doesn't appreciate the role and worth of public libraries for the environment to change.

A planned advocacy campaign is a way of influencing the long term outcome for your library service.

Defining advocacy and lobbying

Advocacy is the act of pleading for, supporting or recommending a cause, idea or policy.

Advocacy (general influence):

- Leverages the positives
- Gets people onside as supporters
- Articulates the 'good' of libraries through what we say and do.

Lobbying is the process of influencing public and government policy.

Lobbying (focused influence):

- Deals with negatives
- Presents arguments using facts, stories etc. for a specific purpose
- Aligns with government policies and priorities.

Creating advocates – by what we say and do

Advocacy begins with the people who believe in libraries – library staff, library users, Board members, friends, volunteers, and you.

You have opportunities to create advocates everyday as you do your job.

The way in which you interact with library users, councillors, council staff, community groups, associations and organisations is critical in forming their view of the library service.

1. MAPPING THE CURRENT SITUATION

1.1 How would you rate the support of:

	Low	GOOD	EXCELLENT
COUNCILLORS			
COUNCIL EXECUTIVES			
THE COMMUNITY			
YOUR OWN TEAM			
OTHER INFLUENCERS			

1.2 Who are your existing champions?

1.3 What assets do you have? Return on investment findings, a legacy of successful campaigning and active involvement in the National Year of Reading.

1.4 What memorable messages, killer statistics, startling facts, quotable quotes and remarkable stories do you have to tell about your library service?

1.5 What would your advocacy SWOT analysis look like?

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

2. DEFINING YOUR OBJECTIVES

What do you need to achieve with your advocacy?

GOAL 1 – eg collaboration across other departments in Council	
GOAL 2 – eg higher level of funding by Council	
GOAL 3 – eg more partnerships in the community	
GOAL 4 – eg underpin the business case for more staff/resources	
GOAL 5 – eg build a platform for lobbying for a new library	

3. CREATING THE PLATFORM

3.1 Libraries are a good fit with:

	WHAT THEY SAY	WHAT WE SAY
NSW STATE GOVERNMENT VISION/OBJECTIVES		
COUNCIL VISION/OBJECTIVES		
COMMUNITY VISION/OBJECTIVES		

3.2 A good group of advocates

Natural advocates include school principals, authors, the media (journalists and writers feel an affinity for libraries). Potential advocates include doctors, real estate agents,

booksellers, aged care operators and literacy groups. Who would you like to have as your champions and supporters?

3.3 A strong case for libraries

	WHAT WE HAVE AVAILABLE	SUPPORTING COLLATERAL
COMMUNITY BENEFITS AND VALUE		
STATISTICAL EVIDENCE		
STORIES ABOUT YOUR LIBRARY'S IMPACT		

3.4 What are our key messages?

4. PLANNING YOUR CAMPAIGN

This is what we want to achieve (goals from page 4) ... In order to achieve them, we will:

- Align with government, council and community objectives (page 5)
- Recruit effective advocates (page 5)
- Build a strong case for libraries (above)
- Source and create supporting collateral (above)
- Provide ourselves and our advocates with key messages (above)
- Communicate widely.

4.1 What will your communications plan look like?

AUDIENCE	NEWS/ INFORMATION	MEDIA/ CHANNEL	COLLATERAL	TIMING AND RESPONSIBILITY

4.2 What additional resources do you have/will you need?

	CURRENTLY AVAILABLE	TO BE DEVELOPED
STANDARD POWERPOINT PRESENTATION THAT CAN EASILY BE ADAPTED		
SCRIPT ABOUT YOUR LIBRARIES THAT EVERYONE CAN USE		
QUALITY PHOTOGRAPHS OF YOUR LIBRARY SERVICE IN ACTION		
CHARTS TO ILLUSTRATE STATISTICAL EVIDENCE		
QUOTES FROM LIBRARY ADVOCATES, LOCAL, NATIONAL, INTERNATIONAL		
OTHER		

4.3 What opportunities already exist for promoting your library service?

	CURRENT INVOLVEMENT	FUTURE INVOLVEMENT
COUNCIL MEETINGS		
EXECUTIVE MEETINGS		
COMMUNITY MEETINGS		
FESTIVALS AND EVENTS		
LOCAL MEDIA		
OTHER OPPORTUNITIES		

4.4 What opportunities can you create for promoting your library service?

OPPORTUNITY 1	
OPPORTUNITY 2	

OPPORTUNITY 3	
OPPORTUNITY 4	
OPPORTUNITY 5	

5. WHAT DOES SUCCESS LOOK LIKE?

5.1 Set targets, recognise achievements and celebrate your success.

KPI	TIMING	RESPONSIBILITY