

Tuesday 28 November 2017

MARCH TO A MILLION WINS TOP LIBRARY MARKETING AWARD

Ryde Library Services has won the prestigious Marketing Award for Public Libraries for its *March to a Million* promotion.

The Award recognises marketing excellence by a Council-operated public library servicing a community of over 100,000 residents and was announced at the annual conference of the NSW Public Libraries Association.

March to a Million was a three-month community awareness campaign promoting the services, collections and programs of the five City of Ryde libraries to achieve one million visitors in the 16/17 financial year.

The creative use of a distinctive red and white footprint logo, branded giveaways such as reusable coffee cups and cookies, marketing material and special promotions, saw the campaign exceed its goal with 1,017,089 recorded visitors and a significant increase in the use of services, collections and new memberships.

City of Ryde Mayor, Cllr Jerome Laxale, congratulated staff on the promotion's success. "This was a well-conceived and cleverly executed campaign that achieved all its stated goals.

"Not only did our library services reach the magic million visits, public awareness of the value of the library and the extensive range of free services provided to the community also increased.

"Another added benefit was the pride it built in staff from the many positive responses received from members of the public."

Why Ryde Library Service is one in a Million

Ryde Library Service has set a new record for attendances with more than one million visitors in the 2016/17 financial year. The milestone puts Ryde Library Service amongst an elite set of six NSW library services with a million visitors ranking.

The library service boasts some other impressive figures including nearly a million items borrowed annually, 97,000 loans of eBooks, eMagazines and eAudios, 1,800 programs and events, 63,000 event attendees and 160,000 information requests.

Five branches at Ryde, Eastwood, North Ryde, West Ryde and Gladesville caters to over 135,000 residents of the City of Ryde and Hunters Hill local government areas.

For more information, go to www.ryde.nsw.gov.au/library

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