



**ALIA Access 2010 Conference**  
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**CLIENT-CENTRED MARKETING**

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One size doesn't fit all for library clients. Each client will have a different expectation and perception of the service depending on the approaches they take to access the service, and the varying elements of the total service that the client may be using. This understanding is key to the marketing and communication strategies of the Australian Parliamentary Library

The Parliamentary library provides information and research services in the complex environment of the Parliament. The challenge for the Library is to maintain a high profile with a client group of Senators and Members, who not only have time pressures, but also tend to have a high turnover of staff in their offices. The marketing focus of the Parliamentary Library is on building relationships with these clients and developing an understanding of their individual information and research needs. One-on-one programs such as the Contact Officer Program, orientations and office visits all have a focus on developing a mutually beneficial relationship.

Marketing strategies and communication plans are based on the knowledge built through these relationships and through client interviews/assessments. Developing these strategies and plans requires a careful balancing act. The Parliamentary Library must not only focus on meeting their clients' needs by providing what they want, when and how they want it, but also on anticipating the clients' future needs and responding in whatever way and through whatever method the client may want.