



**ALIA Access 2010 Conference**  
**Brisbane Convention & Exhibition Centre**  
**Wednesday 1 – Friday 3 September 2010**



**THE 5 PS OF PUBLIC LIBRARIES: ENTICING BABY BOOMERS INTO THE LIBRARY  
WITH INNOVATIVE REAL WORLD AND ONLINE ACTIVITIES**

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Baby boomers have been identified as a target group who have and will be accessing a range of services in particular public libraries where they can use their leisure time in a more productive, creative and meaningful way. The aim of this project is to entice them into the library by catering for their identified needs through progressive promotion, partnerships and popular programs. The following are some examples:

Progressive Promotion

We use modern technology such as Vodcasts and Podcasts, YouTube, Facebook, Twitter, to engage the community and promote our services, programs and events.

Partnerships

We have initiated a number of innovative partnerships which encourage Baby Boomers to utilise the library and enjoy the experience.

Some examples of the partnerships are:

- State Theatre Company – Scene It? – promote a selected play of the season
- Australia Japan Association – Cultural promotional days, International Japanese display,
- Council of the Aging - COTA– a book review section established in their magazine, for public libraries to promote articles about books, services, events and programs
- One Book One Burnside – various partnerships with authors, local businesses, artists and musicians.

Popular Programs

Popular programs that are offered at the library include a variety of computer learning courses including buying and selling on Ebay, One Book One Burnside, Scene it, social programs e.g. our music, art, craft and cooking demonstrations, language and genealogy classes.