



an agency of the  
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## **MZANSI LIBRARIES ON-LINE:**

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## **INTRODUCTION:**

This presentation is intended to address the challenge of re-aligning service provision at public libraries, making public libraries relevant to the needs of communities they serve and effecting an impact on the lives of communities through free access to information enabled through the use of technology at public libraries.

## **APPROACH:**

Our approach in this presentation takes direction from the Global Libraries' philosophy and focuses more on ensuring that public libraries reclaim their space as academic institutions facilitating social and economic development in the communities they serve.





**PURPOSE OF MZANSI LIBRARIES ON-LINE:**

Mzansi Libraries On-Line is a **charitable purpose** to empower South African **communities to improve their lives** through the provision of **free access to vibrant library spaces, technologies and services**, sustained through strategic, **collaborative partnerships** and facilitated by skilled, dynamic librarians, who understand and proactively respond to the evolving needs of their users.





## What is advocacy?

Advocacy is the actions individuals or organizations undertake to influence decision-making at the local, regional state, national, and international level that help create a desired policy or funding change in support of public libraries. *(Global Libraries' Guide).*





## WHY ADVOCACY ?

Thoughtful and effective advocacy can build the local, national and international support needed to ensure public libraries in developing and transitioning countries **can improve lives by providing useful and sustainable access to information technology in public libraries.** (Global Libraries' Guide).





## **THE PUBLIC LIBRARY CHALLENGE:**

- **Visibility and awareness.**
- **Knowing who you are and what you provide – What services do you provide?**
- **Meaningful partnership and “in kind investment”.**
- **Advocacy and Marketing Plans.**
- **Sustainability.**





## FOCUS OF THE DEVELOPMENT AGENDA:

### *Global Imperatives:*

- Realizing the African Union (AU) Agenda 2063
- Strategic Development Goals (SDG's)

### *The Development Agenda for South Africa:*

- National development Plan (NDP) 2030
- Transformation Charter
- Cape Town Declaration
- Conditional Grants Projects

**NB. Emanating from the Development Agenda: the need for Social Cohesion.**







## The public library space in terms of MLO:

**Increased access to ICT** particularly by children, youth, the unemployed, women, the elderly, people living with disabilities, especially the visually impaired.

Through digital inclusion, library users know how to use technology to meet their needs.





## The public library space in terms of MLO:

**Increased social and economic benefits** through access to health, education and economic information.

- For economic development, library users access information and apply for job opportunities
- E-governance: library users access information on government services.
- Culture and leisure: library users can access information on community or civic activities.
- For educational needs, library users can participate in informal learning programmes and opportunities.
- For improved health, library users can access and find health information that suits their needs.






## The public library space in terms of MLO:

**Enhanced skills** and **capacity** among the library staff for a better service delivery to their communities.

Skilled and visionary library workers and leaders equipped to meet user needs and position libraries as critical community assets.





A **sustainable** public library sector that will continue to meet the needs of the community into the future.

Sustainability ensured through impact, advocacy and policy for continued ability of libraries to meet community needs.





**CONCLUSION:**

I thank you all, for the opportunity.





# National Library of South Africa

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