

an agency of the  
Department of Arts and Culture

## ***Public Library Advocacy and Marketing***

***Presentation by: Harry Matolong  
Project Manager: MLO Advocacy and Marketing***

## **MZANSI LIBRARIES ON-LINE:**

***E-mail: [harry.matolong@nlsa.ac.za](mailto:harry.matolong@nlsa.ac.za)  
Tel: 012 401 9704  
Cell: 0605645669***



## INTRODUCTION:

This presentation is intended to provide an overview about the role of **public library advocacy and marketing**, in the development agenda of South Africa.

## APPROACH:

Our approach in this presentation takes direction from the Global Libraries' philosophy with regard to public library advocacy, and seeks to locate the role of public library advocacy in the development agenda. Africa.





## What is advocacy?

Advocacy refers to 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*).





## GLOBAL LIBRARIES' VISION OF 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).





## LOCATING PUBLIC LIBRARIES IN THE DEVELOPMENT AGENDA

The role of public libraries in the development agenda hinges on the notion that **“Enhanced online access to informal and formal learning opportunities; health and life skills information; employment and career building opportunities will greatly assist people from previously disadvantaged communities to lift themselves out of the poverty cycle”**.






## THE DEVELOPMENT CHALLENGE:

Previously disadvantaged communities in South Africa still suffer from the triple scourge of poverty, inequality and unemployment – many of whom live in poorly/under- resourced rural areas (40%, according to figures cited in the National Development Plan [National Planning Commission/NPC, 2012]).





This challenge, in the context of public libraries, translates to **digital exclusion** – defined in the South African context as insufficient free online access to ICT (Information and Communications Technology), information and resources, particularly amongst communities regarded as previously disadvantaged, due to the pernicious legacy of apartheid.







## TNS BASELINE SURVEY 2015:

### Library usage – November 2015

A quarter of all adults in South Africa (equivalent to 9.45 million people) visited a public library in the last 12 months







## Digital inclusion – November 2015

- A fifth (21%) of library users had used a library computer in the past 12 months and one in six (16%) had accessed the internet using a library computer or Wi-Fi
- Five percent of the entire population of South Africa reported first accessing the internet on a computer within a library – this is equivalent to 1.9 million people



## Economic development

13% of library users reported having used library services for at least one of the business purposes.

Use of library services was seen as highly beneficial: One in five (22%) used library services to write a CV and a similar proportion (19%) to apply for a job. A third of those who applied for a job using public library services were successful in their application (equating to about 518,000 people).

Three quarters (73%) of library users said that providing services to job seekers was an important function of the library, and 67% rated the provision of information for businesses as important.



# FOCUS OF THE DEVELOPMENT AGENDA:

## *Global Imperatives:*

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

## *The Development Agenda for South Africa:*

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





## **THE PUBLIC LIBRARY SPACE IN THE DEVELOPMENT AGENDA:**

Public libraries have the potential to serve and engage the entire community through targeted outreach programmes aimed at improving the lives of information-deprived communities who currently lack adequate access to information needed to live healthy and productive lives.






**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.






**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.









**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.








**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.





## **ADVOCACY FOCUS:**

Visibility/ Awareness

Decision Maker Support - Change Management

Advocacy Planning – Community Needs

Sustainability – Training and Partnerships

Social Cohesion – Make the library relevant





**CONCLUSION:**

I thank you all, for the opportunity.





# National Library of South Africa

[www.nlsa.ac.za](http://www.nlsa.ac.za)

## **Pretoria Campus**

228 Johannes Ramokhoase Street, Pretoria  
Private Bag X990, Pretoria, 0001

Tel: +27 (0) 12 401 9700

Fax: +27 (0) 12 326 7642

## **Cape Town Campus**

62 Queen Victoria Street, Cape Town  
P O Box 15254, Vlaeberg, Cape Town, 8000

Tel: +27 (0) 21 423 6320

Fax: +27 (0) 21 423 3359

## **Centre for the Book**

62 Queen Victoria Street, Cape Town  
P O Box 496, Vlaeberg, Cape Town, 8000

Tel: +27 (0) 21 423 2669

Fax: +27 (0) 21 424 1484

