Marketing National Libraries: Cultural Programs, Exhibitions, WWW ….  
National Library of New Zealand (Te Puna Mātauranga o Aotearoa)

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This short PowerPoint presentation and discussion looks mostly at just one aspect of marketing in the world of national libraries. The strategy that the National Library of New Zealand is developing around its New Zealand and Pacific and heritage collections is to link the presentation of the physical objects in a specific location or exhibition to a presentation or service that is provided electronically.

This principle can be applied to many library services, as we know. In this case there are benefits which are unique to national libraries. Popular access to popular culture stimulates support of the collections and the ability to generate donations from across all sectors of society. Providing electronic access broadens use to all parts of the country and internationally. Using this form of access targeted to specific audiences increases public and therefore political support. Important partnerships with Māori such as Rangiātea and Te Rauparaha are possible. This increases awareness in the Māori population and assists building the collections in this significant area.

Awareness of the collections is promoted in students through electronic initiatives such as the Curriculum Online Resource project, which supports the teaching of the arts curriculum drawing on sound, images, film and text from the collections. This is due to go live at the beginning of next year.

By linking marketing strategy to its electronic access strategic goal, the National Library of New Zealand has successfully built its online presence and expanded its audiences and user base. This increasing awareness of the institution is instrumental in enriching the collections. People become aware of the value of material they might hold and consider making donations to the permanent research collections held in the Alexander Turnbull Library within the National Library of New Zealand.

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Strategy

• **Purpose:** Informing New Zealand: forging links between information and people

• **Mission:** National access to library and information resources

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Key Audiences

• **Users**
  – Libraries
  – Schools
  – Reference clients
  – Researchers

• **Māori**

• **Education sector**

• **NZ cultural institutions**

• **NZ library & information sector**

• **International**
Marketing Tools

- Publications
- Conferences/trade exhibits
- Alliances & partnerships
- Client relationship management
- Exhibitions & events
- Website/Online resources

Key Strategic Goal

**Electronic Access:** New Zealanders can access a comprehensive range of resources through a national electronic system
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The Library Online

- Accessible to key audiences
- Publication medium
- Access to events
- Vehicle for partnerships
- End user relationship

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Online Resources

- Catalogues & Directories
  - Te Puna
  - Tapuhi
- Digital Collections
  - Timeframes
  - Te Waimano
  - Ranfurly
- Partnerships
  - Te Rauparaha
  - Rangiātea
Welcome to Te Puna

Te Puna is a tool giving access to a number of databases. Much of Te Puna is available to the general public but some areas are for subscribers only.

Publicly available databases include the National Library of New Zealand Catalogue, the New Zealand National Bibliography (Monthly), the Ranfurly Collection, and He Puna Kupu Moari (a Maori thesaurus). Individuals can also use the Te Puna Web Directory, which lists selected New Zealand and Pacific Island web sites.

Subscribers can access all the publicly available databases, as well as the National Bibliographic Database, the National Union Catalogue, and Index New Zealand. Subscribers can also access Te Puna’s interlink and cataloguing services.

The Maori words “Te Puna” mean “the wellspring” or “the pool”. This imagery is drawn from the
Interview with Philip Rider.
(CH1nt-0483-6)

Alexander Turnbull Library
December 2000

Descriptive Summary
- Interview with Philip Rider
- Interview by Chris Mason
- CH1nt-0483
- 6 Oct 1983
- 3 CSO cassette - 1 printed abstract
- Duration 2 hours 25 min
- From William - Laidley Bay Community Centre and History project
- Alexander Turnbull Library - Oral History Collection

Click on the thumbnail image(s) to view. Note that some lead to PDF files that may be large and slow to download - check the size before clicking.

Photograph of Philip Rider by Noel Palmer, ca 1983

Scope & Content
- Philip Rider was born in London in 1923. Describes family background - father Reginald Rider and mother Nellie Rider, see Wall. Goes details of family coming to New Zealand in 1937 - father a farmer on contract to
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Rangiätea

- Online exhibition/resource
- Physical exhibition in 1997
- Partnership between library & church
- Treaty of Waitangi partnership
- Bilingual
Exhibitions

- Annual programme of exhibitions
- Supporting event programme
- Touring exhibitions
- Exhibitions online
EXHIBITIONS
17 August to 11 November 2001

Dress Down Under
Award-winning
New Zealand fashion
1970-2001

Ursula Bethell
The first in a series of exhibitions on
New Zealand poets

Papers Past
New Zealand newspapers and periodicals
Open September 28, 2001

EVENTS
The Pepperst of New Zealand journalists—
Insolent, scandalous and joyous in early New Zealand
gespapers
A look at some of the audacity and provocations that motivated journalists in 19th-century New Zealand by research librarian
Nigel Murphy. Clark House, corner of the Taradale Heritage
Collection, will reveal some frightening Library newspaper
exhibition.
Thursday 21 August, Auditorium, 12.00pm

Guided tour of Dress Down Under
by exhibition curators Kim Terraza and fashion design students
from Massey University Wellington.
Saturday 24 August, Gallery, 2.30pm

Ursula and Effie
A talk by Ursula, curatorial lecturer, Women’s Studies, Victoria
University of Wellington, who argues that although the literary
world remembers her most for her writing on a feminist perspective,
Ursula Bethell and Effie Pryce lived together as a lesbian couple.
Thursday 6 September, Auditorium, 12.30pm

Group portrait
The National Library Gallery and City Gallery Wellington present
a musical and literary celebration of the work of creative
collaborators: Eliza Auch, composer Douglas Lilburn, and poet
Ursula Bethell. Dante’s Alights. Featuring performances by
members of the Victoria University School of Music’s student
musical groups for the poetry of Bethell and Lilburn and readings
of the poets’ work by Jenny Broadbent and Bill Herbert. Furnace
for $5 (Furnace City Gallery and studio 55).
Saturday 8 September, City Gallery (Furnace Gallery), 1.30pm

Walker discovers fashion
An illustrated talk by textile librarian Waine Cook, who
catalogued the Gault collection in the Major British Coats
collection and, as a result, has developed an
informative and entertaining perspective on New Zealand’s
fashion trends over the past 50 years.
Thursday 11 September, Auditorium, 7.30pm

In Vogue: Fashion on Film
Finishing the glasses and glitz of fashion scandals and screen
stars from the 1930s, presented by the New Zealand Film Archive.
Nga Taora Ohoi Tonga Whitha with guest appearance
by Nicholas Glaister. In association with the Wellington Film Festival.
Sunday 13 September, Alice Cinema, 3.00pm

Guided tours of Ursula Bethell
by exhibition curators Kim Terraza and Bethell scholar
Samantha Lent.
Thursday 20 September, Gallery, 12.00pm

Journey and Exile: The poetry of Ursula Bethell
Peter Whitford, senior lecturer in English literature at Victoria University, will present the two of the
most well-known poets, Ursula Bethell’s writing on the
trend of journey and exile.
Thursday 27 September, Auditorium, 12.30pm

Guided tours of Dress Down Under
by exhibition curators Kim Terraza and fashion design students
from Massey University Wellington.
Saturday 6 October, Gallery, 2.00pm
In Vogue: Fashion on Film

Featuring the glitz and glamour of fashion parade and cinema from the 1920s. Presented by the New Zealand Film Archive. Nga Taonga O Ngā Toi Whakairo with music accompaniment by Nicholas Glaister.
Thursday 17 October, Auditorium, 12.30pm

Modernism's artistes: fashion and mass culture in the late 20th century

An illustrated talk about the relationship between fashion and mass culture in New Zealand by Amanda Hill, senior lecturer in the Department of Fashion and Textile Design, Massey University Wellington.
Thursday 17 October, Auditorium, 12.30pm

"Think how the people will say in forty years..."

How are we today: an illustrated talk by Lyn Worgan, lecturer, Auckland University Māori Language Newspaper Project, discussing newspapers as conveyers of Māori voice in the 19th century.
Thursday 24 October, Auditorium, 12.30pm

Pre-to Post Polyester: fashion and technological development

An illustrated talk relating technological developments to how we dress by Jan McLean, head of the Departments of Fashion and Textile Design, Massey University Wellington.
Thursday 3 November, Auditorium, 12.30pm

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New Zealand Newspapers and Periodicals

http://paperspast.natlib.govt.nz

Twenty titles from the 19th century
310,000 pages
Evaluation

- Ongoing programme of surveys
- Used to improve products and services
- Exhibitions highly valued
- Exhibition Gallery was specific destination
- Te Puna client focus ratings improved
- Some areas for improvement identified
Market and Build

• Physical & virtual
• Popular access/popular culture
• Specific audiences
• Tailored products
• Wide access
• Collections built
• Library supported
URLs

- www.natlib.govt.nz/
- http://www.tewaimano.govt.nz/
- http://tapuhi.natlib.govt.nz/
- http://www.tki.org.nz/e/r/maori/te_rauparaha/