

Public Libraries Advisory Committee
Summary of Discussion of the 50th Meeting Held on 11 July 2024

Extension of Public Library Community Services (PLAC 3/2024)

1. Members noted the report and made the following suggestions:

- (a) To formulate corresponding measures in response to school holidays and changes in weather conditions when organising outreach programmes, and to evaluate the effectiveness of different outreach services.
- (b) To attract patronage of different groups of readers to libraries by organising activities on specific themes such as health and pets to engage retirees or young families.
- (c) On social media, Members suggested showcasing different aspects of libraries in a more lively and engaging manner by, for example, uploading photos of children readers using mobile libraries and inviting members of the local community to participate in storytelling sessions of the Pop-up Library.
- (d) To promote the community libraries under the branding of “Hong Kong Public Libraries (HKPL)” so as to attract patrons to HKPL. For example, incentive programmes could be introduced to encourage children readers after using the community library services to visit HKPL and complete missions, with a view to establishing the branding of HKPL and extending its service coverage.
- (e) In light of the centennial anniversary of the establishment of the Palace Museum in Beijing in 2025, Members suggested to include the Palace Museum in Beijing as one of the themes of library outreach services when drawing up the work plan for 2025, so as to introduce this national cultural treasure to the public.
- (f) To collaborate with the business sector or the business exhibition industry for enhancing the promotion of library collections and services to adults as well as different sectors and industries.
- (g) To analyse and compare the effectiveness of activities for effective deployment of resources, with a view to further enhancing outreach

services and expanding the scope of service.

- (h) To make early announcement on the timetable of Pop-up Library events to facilitate the public in arranging their itinerary in advance; To explore the idea of converting double-decked buses into mobile libraries to provide outreach services to schools, and to consider inviting institutions to sponsor mobile libraries and encourage their staff to use library services.
- (i) To set up Self-service Library Stations at Central Ferry Piers and other large-scale transport hubs so that the public can continue to borrow books after libraries close, and to collaborate with other public transport operators such as ferries and the Mass Transit Railway for better publicity.
- (j) To put relevant books on display at large-scale exhibitions or events organised at the hiring facilities of various libraries so as to attract participants to continue to use library services after the events, and to introduce books about Hong Kong to foreigners visiting the exhibitions and events in order to deepen their understanding of the city. In addition, Members suggested stepping up promotional efforts at international schools to let foreign students and their families learn more about library services, thereby expanding readership.
- (k) To apply the concept of community living room to various libraries by designating specific area in the libraries as “living rooms” with self-lending services to draw more members of the public to the libraries while making more efficient use of resources.
- (l) To form a “snapshot team” to interview library patrons and edit the clips for publicity purpose in order to attract public viewing. To adopt the upcoming Olympic Games as a theme to promote reading in various libraries and invite parent-teacher associations to visit libraries.
- (m) To consult this Committee about the challenges encountered by HKPL and future publicity strategies.