

**Public Libraries Advisory Committee**  
**Summary of Discussion of the 45<sup>th</sup> Meeting Held on 26 October 2022**

**Programme Strategy of the Hong Kong Public Libraries for 2023-24**  
**(PLAC 4/2022)**

1. Members noted the report and made the following comments and suggestions:
  - (a) Appreciated the directions for reading promotion, and considered that the programmes could reach out to the community in a highly interactive manner. A territory-wide “Library Cards for All” event should be organised to invite members of the public to register as borrowers.
  - (b) The promotion of e-reading through social media platforms was appreciated, and targets should be set for the coming years on the usage of e-book collections and the number of followers on the platforms. Members also suggested collecting big data on the usage of e-books to facilitate acquisition of books to better meet the needs of readers. They further expressed appreciation of the auto-return and trial reading features in some of the e-book collections.
  - (c) To invite celebrities, such as athletes and popular students, to participate in publicity activities in order to arouse public interest.
  - (d) The masks made in commemoration of the 60<sup>th</sup> anniversary of Hong Kong Public Libraries was attractive, which could be regarded as an opportunity to promote library services.
  - (e) To strengthen collaboration with schools in the promotion of online reading through point-to-point communications with teacher-librarians and encouraging teachers to guide their students to install the mobile applications collectively. Members also suggested introducing awards based on download rates to provide incentives.
  - (f) To collaborate with other organisations in holding competitions, such as storytelling competitions which could encourage

interactions and cultivate expressive skills in students.

- (g) To promote the use of e-resources in kindergartens in support of the development of “smart kindergartens” proposed in the Policy Address.
- (h) To recommend books on different themes, for instance, promoting books on science-related subjects to tie in with the objective of developing Hong Kong into an international innovation and technology centre as mentioned in the Policy Address, or recommending library materials under the themes of emotion management, mental health, child and elderly care, etc. to relate the collection with the everyday life of the public.
- (i) Appreciated the rich resources available in the e-databases, which were accessible via the Internet. They provided a huge volume of academic journals and dissertations published in the Mainland as a source of reference conveniently accessed by the public.
- (j) Supported the introduction of the “Reading For All Day” and suggested inviting authors to meet readers at libraries and provide guidance on writing. They also suggested recommending library collections on specific themes at individual libraries to encourage participation of the public according to their interests.
- (k) To engage suppliers or experts in the “gamification” of a series of books so as to appeal to those less frequent readers by incorporating elements of gaming into reading and learning.
- (l) To build a resources guide on relevant readings on teenagers’ mental health according to an alphabetical list of terms in positive psychology with hyperlinks for easy of the readers. Members also suggested inviting retired school principals or passionate readers to take part in the promotion of reading, for instance, by sharing with readers their reflections on what they have read or making recommendations on books of different themes.