Public Libraries Advisory Committee
Summary of Discussion of the 33rd Meeting Held on 26 October 2018

The Strategic Plan of Hong Kong Public Libraries (PLAC 9/2018)

1.   Members noted the preparation of the new Strategic Plan of the Hong Kong Public Libraries (HKPL) and made the following comments:

(a)   In rebranding HKPL, to consider focusing on promoting a single concept during each period of time, and using catch phrases closer to current language use to enhance the publicity effect.

(b)   Members made the following suggestions on electronic collections and e-reading:

(i)   To subscribe to more electronic periodicals that could be accessed via the Internet by readers anytime anywhere.

(ii)   To develop electronic collections of English fiction to appeal to young people on more frequent use of library resources.

(c)   Members made the following comments on the planning cycle of the new Strategic Plan:

(i)   To shorten the planning cycle from ten to six years may render lesser time to collect and analyse library services usage data in preparation for the next Strategic Plan, as it takes time to plan, implement and evaluate the goals set and activities conducted.

(ii)   On the other hand, the planning cycle should not be too long in order to cater for rapid changes in the society.   As such, it is advised to be innovative in setting forward-looking and long-term goals in the Strategic Plan.

(d)   The role and image of the HKPL should be carefully considered in view of the global trend for libraries to become a "Third Place". Also, reference could be drawn from overseas public libraries in the

context of introducing new technological tools in the libraries in support of learning to meet the merging needs.

(e) To invite community leaders to jointly promote a reading culture in order to foster community engagement.

(f) To enhance collaboration with the education sector, consideration might be given to prioritising target students of different academic levels in formulating corresponding implementation strategies. In addition, publicity could be enhanced through electronic means, such as disseminating promotional information on library services and activities through mobile applications.

(g) To focus on an innovative approach to development and the specific needs of the community in order to appeal to the youth and the elderly respectively.

(h) Members' suggestions on promotion and publicity were summarised as follows:

  (i) To promote library services through lively television commercials to enhance their appeal.

  (ii) To consider launching "reading alone" activities in addition to those for "shared reading" and "paired reading", fostering the public's enjoyment of the tranquillity and pleasure of reading.

  (iii) To promote library collections that tie in with current issues and government policies on social media to facilitate a deeper understanding of the issues and enrich discussion.

  (iv) To continue the promotion of reading of printed materials to cater for the needs of specific target groups, alongside the development of electronic resources.

(i) To enhance the provision of resources and services for specific groups, such as designing libraries with unique district

characteristics; and providing library resources and services for the groups in collaboration with non-governmental organisations.

(j) Members made the following comments on library design:

(i) To invite local designers or design schools to take part in library design as a way to foster community engagement.

(ii) To project a more distinctive and memorable image of libraries through library design and collections that could accentuate the unique features or functions of different districts.

(iii) To introduce modern renovation designs to libraries in order to dissociate them from the noisiness of markets.

Progress Report on Promotion of Reading Culture in the Community (PLAC 10/2018)

2.   Members noted the highlights and progress of the activities to be organised for promotion of a reading culture in the community, and made the following comments:

(a) To tie in with relevant funding schemes of the Education Bureau on reading promotion in schools to allow greater flexibility for schools in deploying the resources.

(b) To consider recruiting teachers, parents and students as volunteers to assist in organising the activities; and employing youngsters and retirees to help promote reading among their own age groups to capitalise on peer effect.

(c) To enhance the effectiveness of various kinds of extension activities by strengthening the impetus for participation and devising gimmicks to attract attention.

(d) To step up publicity through different channels, for example organising online reading promotion activities, promoting

library e-resources at locations with heavy pedestrian flow, etc.

(e) To organise outreach educational activities with a view to strengthening information literacy of the general public.

Development and Innovation in the Provision of Facilities and Services of Hong Kong Public Libraries (PLAC 11/2018)

3.   Members noted the development in the provision of facilities and services of the HKPL as well as how innovative technology would be introduced to library services, and made the following comments:

(a) To consider providing a white wall for readers to draw or write on, offering them an opportunity to contribute to the design of libraries.

(b) To collect users' views before purchasing furniture for the libraries, so as to engage them in matters relating to library facilities, thereby strengthening their sense of belonging.

(c) To embody distinctive local features that align with the image and theme of rebranding HKPL in the outlook design of libraries.

(d) To consider making available the withdrawn library books free to the public so that the materials can be recycled.

Secretariat of Public Libraries Advisory Committee
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