

Engagement Strategy 2022 – 2026

A FOUR-YEAR ROADMAP TO EXPAND THE LIBRARY'S REACH AND DEEPEN ITS IMPACT

Goal: To open up the Library's vast collections so Australians can explore and use them more easily, independently, enjoyably and meaningfully.

Objectives	1. Increase awareness so more Australians know about and are motivated to use the Library's services.	2. Increase accessibility by creating new pathways into the collections that enhance people's experience.	3. Increase connection with a focus on Regional, Rural and Remote Australians, First Nations Australians and Culturally and Linguistically Diverse people.
Why	Research tells us that significant parts of the community have yet to discover what the Library has to offer.	We know that some parts of the community face geographic, cultural, linguistic, social, and educational barriers to using the Library's resources.	Australia is home to the world's oldest living cultures and is a vibrant, multicultural country. The Library has historically under-served parts of the Australian community.
How An overview of initiatives detailed in the implementation plan	Increase awareness by: <ul style="list-style-type: none"> • promoting a clear value proposition so more Australians understand what the Library does and how we can be useful to them • identifying and developing new strategic partnerships • focusing on digital marketing campaigns and improving website Search Engine Optimisation 	Make access to our collections and experiences more equitable by: <ul style="list-style-type: none"> • large-scale digitisation of our collections • investing in digital capability to reach audiences wherever they are and whenever they are ready • investing more in digital activities like learning webinars, lectures and our Digital Classroom • improving website accessibility and simplifying our communication • using exhibitions to explore new opportunities for community participation 	A targeted approach to build connections, including: <ul style="list-style-type: none"> • audience segmentation to engage communities respectfully and in culturally appropriate ways • developing exhibitions, public programs and publications that address the interests and needs of priority audiences • targeted collecting campaigns • aligning digitisation and philanthropic activities with engagement aims for specific communities
Principles To guide our thinking, decisions and actions	<ul style="list-style-type: none"> • Digital first – recognising that not every Australian can visit the Library in Canberra, and that more Australians are connecting with the Library digitally • Audience-centred – we will ask and act on what users want and expect from their National Library • Data-driven – we will embed analysis, data and reasoning into our decision-making processes • Tactical and practical – we recognise that specific approaches will be required for the different audience segments that the Library serves 		
Transformation Enablers Capability uplift is required to underpin the engagement strategy	<ul style="list-style-type: none"> • Strategic partnerships model to guide us in establishing and maintaining consultative partnerships of value • Audience centric brand evolution • Communications and Digital Community Strategy to connect more Australians to the collections in a trusted, safe environment • Extend and mature our measurement framework to track progress and inform future activities • Internal capability development to support improved audience engagement • Structured governance for the implementation plan and associated activities 		
Key dependencies and risks	<ul style="list-style-type: none"> • While this strategy will guide directions, the extent to which its aims can be achieved will depend largely on available funding, especially from June 2023. The Library will need to continuously monitor and refocus activities to fit available resources. • To deliver the strategy, a significant capability uplift is required through the transformation enablers. • While driven by the Engagement Branch, implementation of the strategy requires an integrated approach across all Library activities and functions. • We are less experienced in engaging First Nations and Culturally and Linguistically Diverse people than other community segments. It will require time and development of cultural capability to engage meaningfully and successfully. • The Library may incur reputational risk should our existing audience not see themselves reflected in the strategy and its implementation. 		

Engagement Strategy Implementation approach

To realise the benefits of the strategy it is essential the Library engages with priority audiences to listen, learn and adapt its current approaches.

Build the foundations

Build understanding of the audience experience and develop enabling capability to underpin new ways of engaging.

Test and learn

Pilot new audience centred experiences, measuring engagement to inform future activities.

Embed and grow

Embed and grow a connected, audience-centred engagement approach as part of all Library activities.

Increase awareness

- Develop and deliver activities that will increase awareness of the Library, its activities and the evolution of its brand
- Collaborate with a range of stakeholders to develop, test and embed new audience centered experiences for physical and digital exhibitions and activities

Increase accessibility

- Implement program of work to simplify our communication, embedding plain language in all our products
- Implement improvements in digital access through the website
- Explore new opportunities for community participation
- Create pathways between programs and services to support learning and creativity and use of the collection
- Build understanding of audience experience through journey mapping

Increase connection

- Create audience centric digital content and channel strategy
- Implement digital content and channel strategy
- Develop framework to support lifelong learning aspirations
- Implement framework
- Identify and maximise opportunities to connect our collections with First Nations Australians
- Review Fellowships and Scholarships Programs
- Implement changes from the review of Fellowships and Scholarships Programs

Transformation enablers underpin the capability uplift required to deliver the Engagement Strategy

2021–22

2022–23

2023–24

2024–25