

***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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IFLA Workshop

Boston 2001

Marketing National Libraries

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



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



The Library Online

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



Online Resources

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



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HOME
PAPAKĀINGA

ABOUT THE NATIONAL LIBRARY
MŌ TE PUNA MĀTAURANGA

SERVICES
NGĀ RATONGA

COLLECTIONS
NGĀ KOHINGA

WHAT'S NEW
NGĀ MEA HOU

COMMENTS AND QUESTIONS
KŌRERO MAI, PATAPATAI

SEARCH
RAPU

Kia ora. Nau mai, haere mai ki Te Puna Mātauranga o Aotearoa

Welcome to the National Library of New Zealand

Digital Collections
Ko ngā Kohinga
Whakaahua ā-Rorohiko

Timeframes
Te Waimano
Ranfurlly Collection
Kilbimie-Lyall Bay
Community Centre Oral History Project

Catalogues and Directories
Ko ngā Mātāpuna Kōrero me ngā Pukapuka Taki

Te Puna (Search, Catalogue, Interloan)
TAPUHI (guide to unpublished collections)
National Library Catalogue
Te Puna Web Directory
New Zealand National Bibliography

What's New
Ngā Mea Hou

Enhanced List of Māori Websites
School Services
Curriculum
Resources Online
Request Form

Site Story Pakiwaitara

About
National Library
Mō Te Puna Mātauranga

Services
Ngā Ratonga

Collections
Ngā Kohinga

What's New
Ngā Mea Hou

Comments & Questions
Kōrero Mai Patapatai

Search
Rapu

Home | Sitemap | Contact Us | Disclaimer | Copyright | Privacy | Related Sites

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HOME
PAPAKĀINGA

NATIONAL LIBRARY OF NEW ZEALAND

Te Puna

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 Ranfurlly Collection, and He Puna Kupu Maori (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 interloan and cataloguing services.

The Maori words "Te Puna" mean "the wellspring" or "the pool". This imagery is drawn from the

search public databases

search tutorial

subscriber log on

site news

feedback

te puna connect newsletter

te puna web directory

library symbols

related sites

sitemap

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Register Now!		Samples
Member Log-on		About Timeframes



Visit [TAPUHI](#) - this database provides access to descriptions of the unpublished manuscripts and pictures collections of New Zealand and Pacific material in the [Alexander Turnbull Library](#).

Information on how to [order](#) copies.
All photographs used in this design, Alexander Turnbull Library.
[Credits](#)



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**Interview with Philip Rider.
(OHInt-0403-6)**



Alexander Turnbull Library
December 2000

Descriptive Summary

Interview with Philip Rider.
Interview by Hugo Manson
OHInt-0403-6
5 Oct 1993
3 C60 cassettes - 1 printed abstract
Duration 2 hours 25 min
From [Kilbirnie - Lyall Bay Community Centre oral 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 Neal Palmer, ca 1993

Scope & Content

Philip Rider was born in London in 1923. Describes family background - father Reginald Rider and mother Nellie Rider, nee Watt. Gives details of family coming to New Zealand in 1927 - father a furrier on contract to



The screenshot shows the National Library of New Zealand website for the exhibition 'Te Waimano'. On the left is the Alexander Turnbull Library logo, which includes the text 'NATIONAL LIBRARY OF NEW ZEALAND' and 'Te Puna Mātauranga o Aotearoa' above a red stylized wave icon, and 'Alexander Turnbull Library' below it. To the right of the logo is a large image of a historical document titled 'WELLINGTON MORE HER FUND' and 'BROUGH CONFUSION'. Below the logo is a text box that reads: 'The National Library of New Zealand Te Puna Mātauranga o Aotearoa is proud to present *Te Waimano*, a website of Alexander Turnbull Library images to mark the beginning of the new millennium.' Below this text are two buttons: 'Māori Version' and 'English Version'. To the right of the text box is a small image of a woman's portrait, likely related to the exhibition.

Rangiātea

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



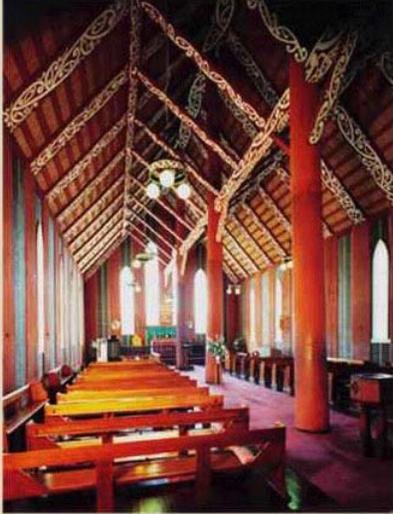
The logo for the National Library of New Zealand, featuring a red stylized wave icon to the left of the text 'NATIONAL LIBRARY' in white capital letters on a dark blue background.

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Rangiātea
MĀORI
ENGLISH

Home
History
Images
Rangiātea Today
Links

Rangiātea



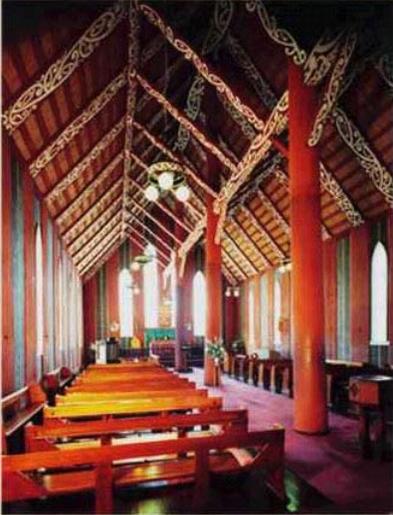
ko ahau te huarahi te pono me te ora

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Rangiātea
MĀORI
ENGLISH

Papakāinga
Tāhuhu Kōrero
Ngā Whakaahua
He Tīmatanga Hou
He Hononga

Rangiātea



ko ahau te huarahi te pono me te ora

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Papakāinga Ngā Pūrongo Mō TKI Hapori Rapua Ngā Kura Iauwhitiwhiti Hokohoko Āwhina

▲▲▲ TE KETE IPURANGI THE ONLINE LEARNING CENTRE

Te Rauparaha

He Timatanga Korero

He Mana Heke Iho

Te Rauparaha

Te Hekenga Mai Raro

He Tipua, He Taniwha

He Ao Hurihuri

He Rangatira no Ngati Toa Rangatira

Ko Tainui te waka

Ko Hoturoa te kaihautu

Ko Ngati Toa Rangatira te iwi

Ko Te Rauparaha te tangata

Ko tona whakatauki

Ko Mango taringa tahi

Tāhuhu o te Mātauranga, Te Whanganui-a-Tara Aotearoa

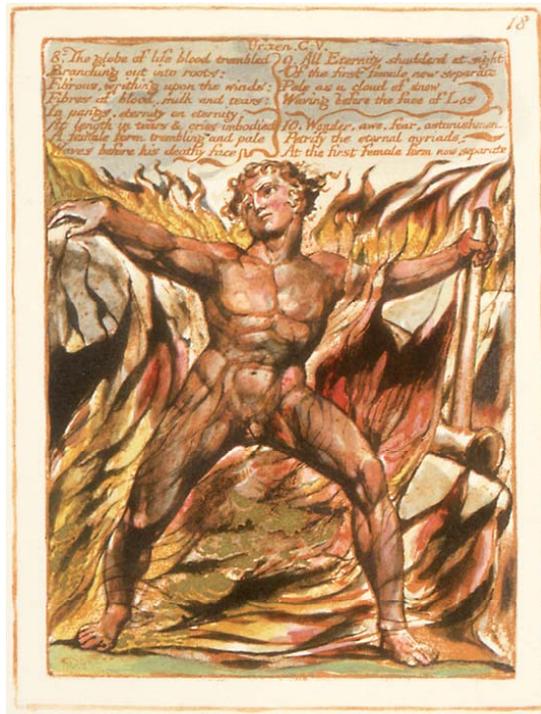
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Exhibitions

- Annual programme of exhibitions
- Supporting event programme
- Touring exhibitions
- Exhibitions online

NATIONAL LIBRARY

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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
<http://paperspast.natlib.govt.nz>
site available 1 August 2001

These exhibitions are based on the collections of the Alexander Turnbull Library. The Ursula Bethell exhibition is drawn primarily from the collections of the Macmillan Brown Library.

EVENTS

'The Pecksniff of New Zealand journalism' – libel, scandal and jealousy in early New Zealand newspapers
A look at some of the rivalries and jealousies that motivated newspapers in 19th-century New Zealand by research librarian Nigel Murphy. Clark Stiles, curator of the Turnbull Published Collections, will also talk about digitising the Library's newspaper collection.
Thursday 23 August, Auditorium, 12.10pm

Guided tour of Dress Down Under
by exhibition curator Jill Trevelyan and fashion design students from Massey University Wellington.
Saturday 25 August, Gallery, 2.00pm

Ursula and Effie
Alison Laurie, senior lecturer, Women's Studies, Victoria University of Wellington, will argue that, although the literary establishment has wanted to present them as platonic companions, Ursula Bethell and Effie Pollen lived together as a lesbian couple.
Thursday 6 September, Auditorium, 12.10pm

Group portrait
The National Library Gallery and City Gallery Wellington present a musical and literary celebration of the work of creative colleagues Rita Angus, composer Douglas Lilburn, and poets Ursula Bethell and Denis Glover. Featuring performances by members of the Victoria University School of Music of Lilburn's musical settings for the poetry of Bethell and Glover and readings of the poets' work by Jenny Bornholdt and Bill Maehre. Entrance fee \$7 (Friends of the City Gallery and students \$5).
Saturday 8 September, City Gallery (East Gallery), 2.00pm

Walter discovers fashion
An illustrated talk by Turnbull librarian Walter Cook, who catalogued the 4,400 photos in the Maysie Bestall-Cohen collection and, as a result of this task, has developed an informative and entertaining perspective on New Zealand's fashion trends over the past 30 years.
Thursday 13 September, Auditorium, 12.10pm

In Vogue: fashion on film
Featuring the glamour and glitter of fashion parades and contests from the 1920s. Presented by the New Zealand Film Archive Nga Kaiiaki O Nga Taonga Whitiwhiwhi with piano accompaniment by Nicholas Giles-Palmer. In association with the Wellington Fashion Festival.
Sunday 16 September, Rialto Cinema 3, 3.00pm

Guided tour of Ursula Bethell
by exhibition curator Jill Trevelyan and Bethell scholar Samantha Lentle.
Thursday 20 September, Gallery, 12.10pm

Journey and Exile: the poetry of Ursula Bethell
Peter Whiteford, senior lecturer in English language and literature at Victoria University, will propose that two of the central shaping motifs in Ursula Bethell's writing are the related ideas of journey and exile.
Thursday 27 September, Auditorium, 12.10pm

Guided tour of Dress Down Under
by exhibition curator Jill Trevelyan and fashion design students from Massey University Wellington.
Saturday 6 October, Gallery, 2.00pm

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In Vogue: fashion on film

Featuring the glamour and glitter of fashion parades and contests from the 1920s. Presented by the New Zealand Film Archive Ngā Kaitiaki O Ngā Taonga Whitiāhua with piano accompaniment by Nicholas Giles-Palmer.

Thursday 11 October, Auditorium, 12.10pm

Modernism's antidote: 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 Bill, senior lecturer in the Department of Fashion and Textile Design, Massey University Wellington.

Thursday 18 October, Auditorium, 12.10pm

'Tēnā koe te perehi mo te motu katoa nei: 19th-century news for all'

Rere atu taku manu: an illustrated talk by Lyn Waymouth, researcher, Auckland University Māori Language Newspaper Project, discussing newspapers as conveyors of Māori voice in the 19th century.

Thursday 25 October, Auditorium, 12.10pm

Pre to Post Polyester: fashion and technological development

An illustrated talk relating technological development to how we dress by Sue McLaren, head of the Department of Fashion and Textile Design, Massey University Wellington.

Thursday 1 November, Auditorium, 12.10pm

Photos top to bottom:
Dress designed by Myrtle Rose, Highly Commended, Gown of the Year, 1973
Alexander Turnbull Library

Ursula Bethell with her cat, Michael, in the garden at Rose Cottage, circa 1930
Photographer: W.S. Savemock, Macmillan Brown Library

Wanganui Herald newspaper staff, 1907. Photographer: Frank Denton
Alexander Turnbull Library

Back cover:
Suit designed by Heather Paul, Winner, Daywear Award, 1970
Alexander Turnbull Library

EXHIBITIONS AND EVENTS

17 AUGUST – 11 NOVEMBER 2001

NATIONAL LIBRARY GALLERY

Please consult Wednesday's Evening Post and Friday's Dominion to confirm details of the related events programme. And watch out for the Wellington Fashion Festival 11-16 September, www.wellingtonfashionfestival.co.nz

National Library of New Zealand
Te Puna Mātauranga o Aotearoa
Molesworth Street
Wellington
www.natlib.govt.nz

Gallery hours:
9 – 5 Monday to Friday, 9 – 4.30 Saturday, 1 – 4.30 Sunday

Te Puna Mātauranga o Aotearoa
NATIONAL LIBRARY
OF NEW ZEALAND

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Papers Past
New Zealand Newspapers and Periodicals

<http://paperspast.natlib.govt.nz>

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

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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



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URLs

- www.natlib.govt.nz/
- <http://paperspast.natlib.govt.nz/>
- <http://timeframes1.natlib.govt.nz/>
- <http://www.tewaimano.govt.nz/>
- <http://tepuna.natlib.govt.nz/>
- <http://tapuhi.natlib.govt.nz/>
- <http://rangiatea.natlib.govt.nz/>
- http://www.tki.org.nz/e/r/maori/te_rauparaha/

 NATIONAL LIBRARY

