Public Libraries Advisory Committee
Summary of Discussion of the 48th Meeting Held on 13 November 2023

Programme Strategy of the Hong Kong Public Libraries for 2024-25
(PLAC 4/2023)

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

(a) To organise activities related to the "Belt and Road Initiative" and cultural inclusion while highlighting the social contribution of ethnic minorities in Hong Kong, so as to amplify the messages of "being inclusive" and "going global".

(b) To draw reference from libraries overseas on the use of library space for exhibiting local historical collectibles, as well as balancing the use of available space for reading area and collection zone by providing photo-taking spots, coffee corners, play areas, etc.

(c) To invite prominent artistes who had performed songs written by the featured composers and lyricists to conduct sharing sessions for the promotion of the "Hong Kong Pop Culture Festival" and related collections.

(d) To pool resources for organising community activities for the "Hong Kong Reading for All Day" in collaboration with the publishing sector and relevant organisations with a view to fostering reading habit among the public.

(e) To provide rewards for participating in reading programmes organised for schools so as to engage students.　Participation from government departments and commercial organisations in holding reading activities during office hours and placing books in office be encouraged to raise awareness of the benefits of reading and achieve greater publicity effects.

(f) Members recognised that the library programmes of Story Ambassadors and Young Storytelling Ambassadors helped strengthen community bonding and foster the personal growth of students

through reading. To further the synergy effect achieved by linking reading activities with mega events, introducing books in relation to large-scale exhibitions held in museums could help students participating in the activities gain further insights.

(g)   To enhance the co-operation with Radio Television Hong Kong such as inviting radio host trainees to become storytelling ambassadors, so as to unleash their talent and tell the good stories of Hong Kong.

(h)   Members appreciated the variety of YouTube videos produced by the Hong Kong Public Libraries (HKPL) which allowed for greater coverage on social media platforms. Interactive promotion of future videos on HKPL's social media platforms could attract more followers and extend their reach.

(i)   To organise activities featuring different sectors and industries such as the cultural industries, fashion sector and start-up enterprises by introducing their history of development and related books.

(j)   To invite winning authors of "The Next Writer Publication Funding Scheme" to take part in library extension activities and share their insights and experience in creative writing with readers.

(k)   To incorporate mental health topics such as emotion management, perseverance and adversity quotient in thematic book displays. In addition to children and young people, parents would also be one of the target groups so as to help them learn how to manage the emotions of their children through reading.

(l)   To explore the possibility of synergizing with the "night economy" by setting up book stops at night markets to attract members of the public. Activities under the theme of physical and mental health with books on healthy eating and related topics, could be considered in planning the extension activities related to the "night economy" to cater for the needs of the public.

(m)   To invite young Cantonese opera performers to promote reading by holding role-playing sessions at libraries in various districts.

(n) To analyse the statistical figures of various activities so as to assist in planning activities in the coming year.

Progress Report on the Development of the Smart Library System – Computer Facilities and Digital Resources Management System (PLAC 5/2023)

2.　　　Members noted the report and made the following comments:

(a) To make reference to public libraries in Nansha District of Guangzhou where the book sorting robots was set up in the library public area to attract patronage of young readers.　Examples of some local school libraries on the use of robots in books delivery and promotion of good reads would also be good reference for the development of e-library services and beneficial to arousing students' interest in reading.

(b) To produce short tutorial videos on the new system to enhance public understanding.

(c) To make use of big data in order to gain understanding on the interests and borrowing habits of readers so as to acquire books and organise activities that meet the actual needs of service targets. Performance indicators for the promotional activities be formulated, with a view to gaining insight on the effectiveness of the activities and their publicity efforts.

(d) To produce shorts on different topics from the selected digitalised collections for broadcasting on social media platforms with a view to revitalising these works upon launch of the new Digital Resources Management System.

(e) To categorise digital collections with nostalgic themes according to the era and genres and to promote by production of short videos on social media platforms or offline thematic exhibitions.

(f) Members noted the importance of the one-stop search function in the new library system.　Co-operation with e-book publishers should be sought, with a view to achieving one-stop search of all library materials, including printed books, e-books, photos, videos and

newspapers.

Secretariat of Public Libraries Advisory Committee

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