

# OverDrive dazzles Randwick

Randwick City Library Service in Sydney, Australia joined the OverDrive revolution in April 2009. The system was launched with a bang to fellow public library staff, school principals and library patrons.

- A launch competition, which offered 10 MP3 players as prizes, was used to gather email address of potential users. Over 150 entries were received. These names will be used in future OverDrive promotions and to email our OverDrive e-news (attachment one) on a quarterly basis.
- Staff were provided with badges which prompted patrons to “Ask me how to win an MP3 player” to encourage patrons to ask about the system. (attachment two)
- MP3 players are being offered for sale as a convenient “add on”.
- Contact has been made with local gyms offering them two MP3 players in return for displaying posters and brochures.
- Oversized posters advertising the collection were erected in local bus shelters as well as a pull up portable banner.
- Local PR intensified interest in the collection (attachment three)
- During Adult Learning Week in September, hands-on workshops will be held, providing senior patrons with personalised OverDrive training.
- The Library’s and Council’s targeted email lists are being used to inform patrons of specific genres. The Library recently purchased a number of sustainability titles. These were advertised to Council’s sustainability email list of over 450 people (attachment four).
- Information on OverDrive has been included in all Library publications including *Radar*, the quarterly newsletter and *What’s On* (attachments five and six).
- Information on OverDrive and a call to action was included in all 600 Council staff payslips.

This is just the beginning...

