

ONLINE STORYTIME

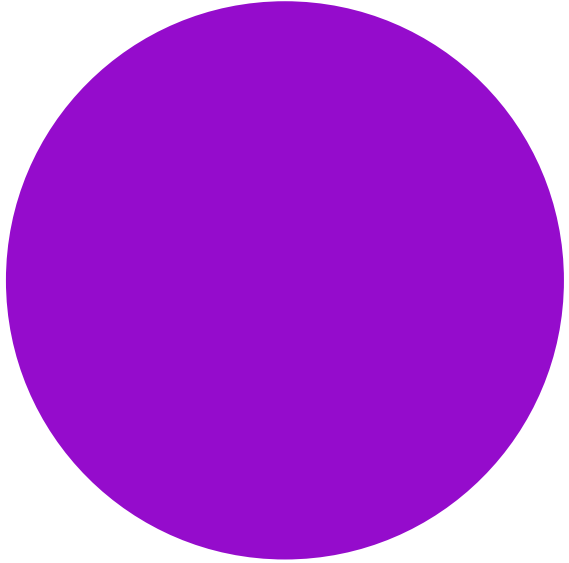
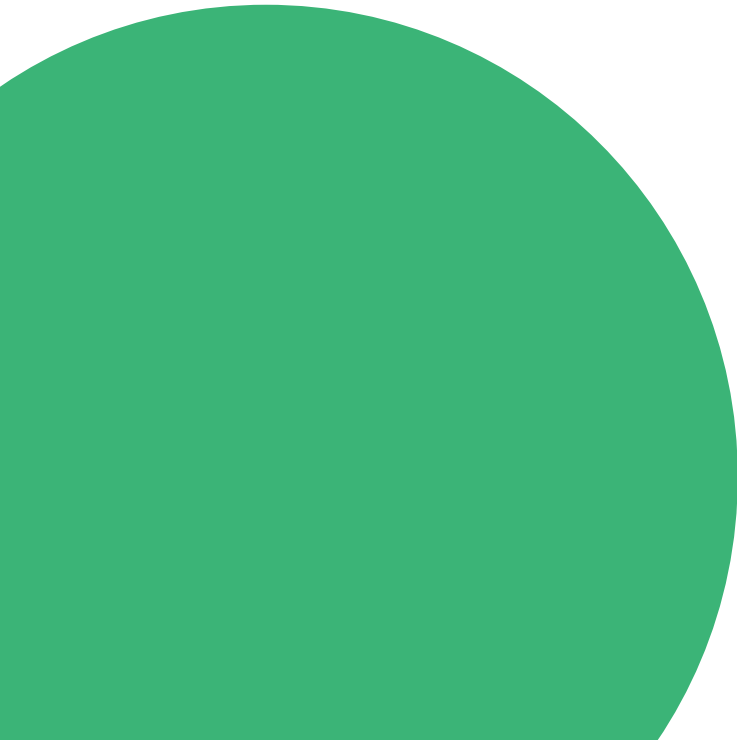


2021 PILOT PROGRAM
EVALUATION REPORT



ACKNOWLEDGEMENT OF COUNTRY

The Australian Library and Information Association acknowledges the Traditional Owners of Country throughout Australia and recognises their continuing connection to lands, waters, cultures and communities. We pay our respect to Aboriginal and Torres Strait Islander peoples; and to Elders past and present.



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1. EXECUTIVE SUMMARY

- a. Abstract
- b. Funding acknowledgement
- c. About this evaluation report
- d. Methodology
- e. Snapshot



ABSTRACT

As the Covid-19 pandemic began to sweep through Australia in early 2020, senior leaders from within the peak professional associations of the Australian book industry came together to discuss possible strategies for mitigating potential disruptions to the viability and wellbeing of their industry.

These leaders came from different sectors of the book industry representing key stages in the life cycle of books; from creation by the authors and illustrators, to the production of the books by the publishers, and to the access of books by readers in libraries. While they reported to different stakeholders, commercial and public interests, these leaders were all united in their commitment to continue making books accessible and supporting early literacy programs aimed at instilling a life long love of reading.

And so the idea of Online Storytime was given the greenlight; to be led by the Australian Library and Information Association (ALIA), supported by the Australian Publishers Association (APA) and local publishers who agreed for their books to be used, and endorsed by the Australian Society of Authors (ASA) for its fair recognition of copyright and remuneration for the book creators whose titles were included.

What happened next is a testament to the willingness of those within the book industry to work together to make good things happen...

This evaluation report will help give the Australian book industry a complete 360° understanding of the 2021 Online Storytime pilot program with insight into its set-up and structure as a subscription base model, the fee distribution, funding and copyright arrangements, digital platforms, marketing promotion, audience reach and overall results.

It explains how the 2021 Online Storytime pilot program was applied in practise by Australian public libraries to successfully sustain quality early childhood storytimes for the benefit of their local communities; engage their staff in professional learning opportunities; showcase and promote Australian picture books leading to additional book sales to libraries for publishers; and create supplementary income opportunities for Australian book creators (authors and illustrators) during the pandemic restrictions.

Ultimately this report evaluates the impact of the 2021 Online Storytime pilot on Australian public libraries and their local communities, and also on Australian publishing companies, and Australian book creators.

This report determines that the 2021 Online Storytime pilot program has been a worthwhile project in terms of what has been achieved by the libraries for their communities, the publishers involved and their book creators, as well as in terms of its implications for the future success and formats of public library storytime programs in Australia.



FUNDING ACKNOWLEDGEMENT

With thanks

This evaluation report has been made possible thanks to the Restart Investment to Sustain and Expand fund, also known as RISE.



Australian Government

**Department of Infrastructure, Transport,
Regional Development and Communications**
Office for the Arts

RISE is an Australian Government initiative supporting organisations in the arts and entertainment sector and aims to assist in the presentation of cultural and creative projects, activities and events to rebuild confidence amongst investors, producers and consumers.



Image shows librarians participating in the 2021 Online Storytime pilot program. Source: library YouTube channels of (clockwise from top left) Bayside (VIC), Coast Connect (NSW), Maitland (NSW), Coast Connect (NSW), Hume (NSW).



ABOUT THIS EVALUATION REPORT

Purpose

This evaluation report was commissioned by ALIA to understand the impact of the Online Storytime pilot program on public libraries, their communities, and also on Australian book publishers and book creators (authors and illustrators).

Scope

This evaluation covers the first year of the Online Storytime pilot program which began in January 2021 and enabled public libraries across Australia to deliver online storytimes featuring library staff reading aloud (to camera) exclusively from Australian picture books for pre-school children, their families and carers in their local communities.

Key Evaluation Questions

This evaluation sets out to examine what the impact of the 2021 Online Storytime pilot program has been on:

1. the participating public libraries and library staff
2. the local communities of participating libraries
3. the participating Australian publishing companies
4. Australian authors and illustrators whose books were listed

Definitions

For the purposes of convenience in this report:

- the generic term 'families' is used to include all family structures
- the generic term 'libraries' is used to refer to either and/or both library branches and library services
- the generic term 'publishers' is used to refer to publishing companies
- the generic term 'book creators' is used for authors and illustrators
- the generic term 'library staff' is used to refer to all staff working in public libraries including those who provided feedback for this evaluation in their roles as Assistants, Officers, Coordinators, Specialists, Technicians, Team Leaders and Managers across Library Programs, Children's Services, Youth Services, Community Learning, Cultural Development, Early Years, Education, Family and Lifelong Learning Literacy, Services and Branches.
- the generic term 'publishing staff' is used to refer to all staff working within publishing companies regardless of title, including those who provided feedback for this evaluation in their roles as CEOs, Directors, Owners, Publishers, Sales Managers, Business Development Managers, Rights and Contracts Managers, Heads of Publicity and Marketing, Coordinators, and self-published Writers



METHODOLOGY

Analysis of data and materials

This evaluation considered quantitative and qualitative analysis of the following data and materials relating to the 2021 Online Storytime pilot including:

- A total of 278 quarterly reports submitted to ALIA by participating public libraries during the 12 month pilot program identifying:
 - which of the Online Storytime titles they recorded as clips
 - which of the Online Storytime titles they purchased
 - which online platforms they used to broadcast their clips
 - sample links to their Online Storytime clips when available
 - indicative viewing numbers for their Online Storytime clips
- ALIA's four official quarterly report updates for the pilot program
- ALIA's webinars, e-newsletters, website, and other marketing info
- ALIA's annual fee distribution notification calculations
- 100 Online Storytime clips (just over 5% of the total produced)
- 30 picture books (just under 10%) from the Online Storytime booklist
- Key book sales data supplied by Nielsen BookScan, the leading provider of search, commerce, consumer research and retail sales analysis services for the book industry (which exclusively tracks sales to the end consumer, but does not include library suppliers)

Online surveys with library and publishing staff

This evaluation also considered quantitative and qualitative analysis of 99 responses to three separate online surveys. Each survey included a mix of question and answer options such as free-text responses, ratio scale, matrix and multiple-choice. For more details, please see the Appendix.

Conducted in March 2022 these surveys were completed by:

- 76 out of 159 library staff invited to participate in the ALIA Online Storytime Library Feedback Survey (a response rate around 47%).
- 20 out of 51 publishing staff invited to participate in the ALIA Online Survey Publisher Feedback Survey (a 39% response rate).
- 3 publishing staff from non-participating publishing companies for the ALIA Online Storytime Library Feedback Survey.

A series of interviews with various stakeholders

This evaluation has also been informed by a series of interviews (in-person, phone and video) with authors, literary agents, library and publishing staff from a range of roles and departments, as well as various book industry stakeholders. For more details, please see the Acknowledgments.



A UNIQUE BOOK INDUSTRY COLLABORATION

ONLINE STORYTIME is a joint collaboration by book industry organisations representing Australian public libraries, book publishers, authors and illustrators.



IN RESPONSE TO NEED DURING PANDEMIC

- In 2020 Covid-19 health restrictions forced Australian public libraries to close their doors and cancel in-library programming including their popular Storytimes regularly attended by millions of pre-schoolers.
- Similar cancellations hit bookshops, writers festivals and schools resulting in a drop of event income for authors and illustrators.
- Books Create Australia, an alliance of key book industry associations came together to find a viable solution to help book creators, and public libraries continue engaging local communities with Australian books.
- The result is Online Storytime - an early literacy program supported by publishers, that remunerates authors and illustrators, and enables public libraries to record and broadcast Storytimes for an audience online.



FUNDED BY SUBSCRIPTIONS & GRANTS

MONIES RAISED
via Library Subscriptions



\$80K

ENABLED FEES PAID
to authors & illustrators
via publishers



\$80K

**Australia Council
for the Arts**



\$30K
towards



**COMMUNITY BUILDING
ASPECT OF PROGRAM**

including content, newsletters,
author and illustrator interviews,
and webinars for library staff



Australian Government

Department of Infrastructure, Transport,
Regional Development and Communications
Office for the Arts

\$327K



towards

**SMALL GRANTS FOR
LIBRARIES, WEBSITE &
COMMISSIONING TITLES**



including Indigenous-
created picture books

ENGAGING AUSTRALIAN PUBLIC LIBRARIES

640
of 1,400 library branches subscribed

\$100K
grants allocated

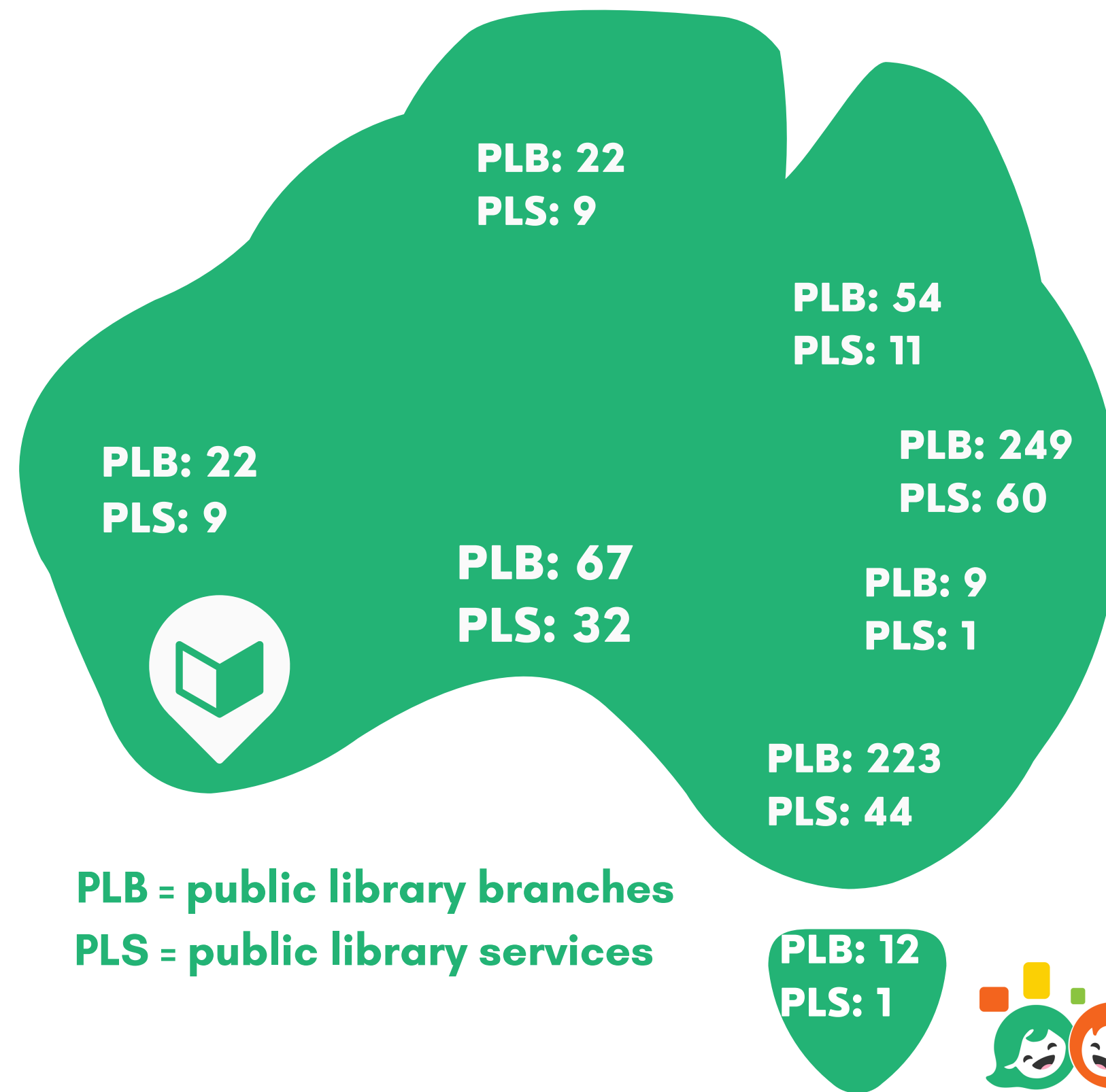
159
of 400 library services subscribed

420
professional development webinar attendees

Almost

50%
of both library branches and services subscribed

1787
online storytimes created



SUPPORTING AUSTRALIAN BOOK CREATORS

352

picture book
titles listed

330

authors &
illustrators

50

publishing
companies

334

titles purchased
by libraries

\$80K

in fees paid to
book creators

81%

backlist titles

217

titles made into
Online Storytimes

2

new titles
by Indigenous
book creators

3700

copies sold to
libraries

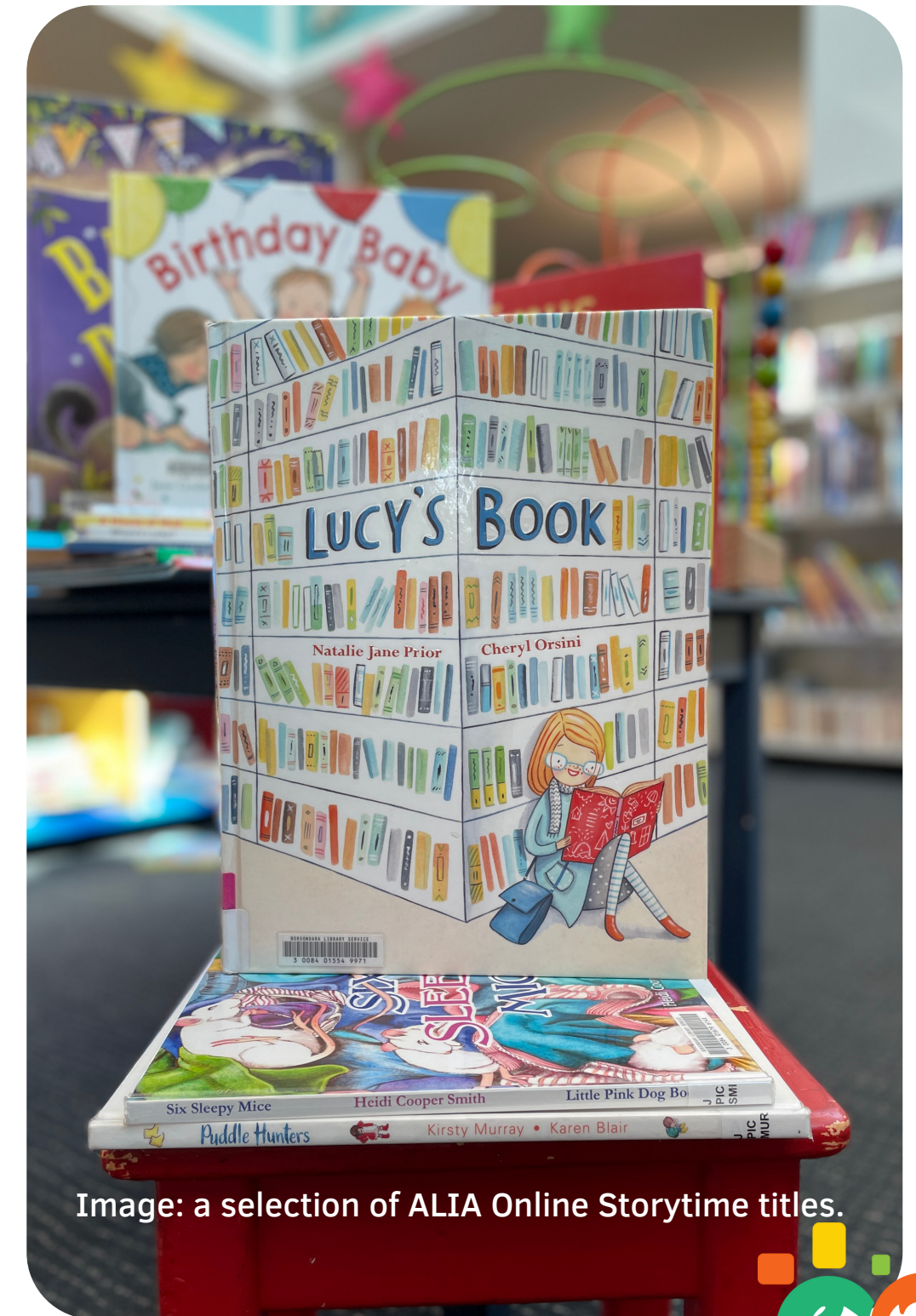


Image: a selection of ALIA Online Storytime titles.

CONNECTING WITH LOCAL COMMUNITIES

1787
Online Storytimes
at least
161K
views
35.5%
featured subtitles

9.2%
used
AUSLAN
13%
were
BILINGUAL



Images: ALIA Online Storytime presenters, a family watching online.

via A RAPID PILOT PROGRAM ROLL-OUT



WELCOMED WIDELY BY LIBRARY STAFF



All comments from library staff participating in the 2021 Online Storytime pilot program.
Source: Online Storytime Evaluation Library Feedback Survey, 2021.

Online Storytime was a great way to keep families connected to the library.

We love that we can provide a Storytime service to our families who can't make it into the library for whatever reason.

A wonderful initiative!

Learning how to present to a camera with an online audience in mind, has been really challenging and great - it made us re-focus on how we present to a live audience for when we can do that again.

Thanks for all the support, filming Storytimes when WFH kept me and the Team sane!

Thank you for this initiative and I hope that it continues. As a small regional outback library we cannot negotiate the requirements to do online storytime. This is an amazing agreement that allows us smaller country libraries to extend storytime outside the Library walls to our remote and isolated members as we don't have the staff, time or expertise to do this ourselves.

Thankyou for implementing this initiative! It's been, and continues to be a wonderful experience for staff to be involved in.

We were able to develop our media skills and gain knowledge on how to present to a camera, how to use natural lighting and how to constantly be able to improvise and change plans at the drop of a hat.

We learnt about different ways to deliver our service and incorporate our new skills into other library promotions.

It was nice not to have to worry about contacting publishers individually for permission!



APPRECIATED BY COMMUNITY MEMBERS



All comments from library staff participating in the 2021 Online Storytime pilot program.
Source: Online Storytime Evaluation Library Feedback Survey, 2021.

We had feedback from our community saying how happy their children were to still be able to see the familiar faces of our storytime team online during lockdowns.

Our community benefitted from having access to their local library staff via story times and being able to continue this routine in some capacity was beneficial.

Online Storytime has allowed us to reach out to people in our community unable to attend our branches in person.

Our members would mention that they watched a session-- and they felt they still had a connection with presenters.

One regular customer gave us feedback about how thrilled her little girl was to see her favourite storytimer on TV during lockdown - and how she could play the videos over and over again - storytime never had to end!

Our library members have been able to keep connected to the library even if unable to attend in person.

It allowed access to a library program even after lockdown if families felt uncomfortable in crowds. It has enabled children with sensory issues, when large groups are too noisy, to enjoy a storytime session.

It has given equity of access to members not able to visit the library.

During Lockdowns ALIA Online Storytimes was an absolute lifesaver for our families. Thank you!

We used it as an opportunity to record bilingual sessions in English and Mandarin which is something we have not offered before and was well received.



APPLAUDED BY PUBLISHING COMPANIES



All comments from publishers participating in the 2021 Online Storytime pilot program.
Source: Online Storytime Evaluation Publisher Feedback Survey, 2021.

As an independent publisher I found this initiative fabulous...

I would like to see it continue and expand its reach.

It's great already... the more libraries involved, the better.

Great initiative for Australian writers.

Keep up the good work. We need more initiatives like this.

We await the next phase with great interest.

Excellent example of cross-industry cooperation.

Appreciated the opportunity to be involved and hope the initiative will continue as it is important for young children to have access to as many stories as possible.

We felt it worked well and was a good first year.

IT'S A WONDERFUL INITIATIVE. THANK YOU!

Great job, thank you for allowing me to be a part of it.



CELEBRATED BY LOCAL BOOK CREATORS



All comments from authors participating in the 2021 Online Storytime pilot program.
Source: Online Storytime Evaluation Interviews, 2021.

ALIA should be congratulated and I'm really grateful to them. Their Online Storytime was really professionally done with so much energy and detail provided every step of the way.

- TONY WILSON, AUTHOR

It's been a hard, tough year for authors and illustrators. Everything has been cancelled. It's harder and harder to get into bookshops. We rely so much on libraries for our sustainability, and for many of us, our ELR and PLR payments are much more than royalties.

We also need people to buy books and they will be more likely to do so if there's good early literacy modelling at a community level.

- MICHELLE WORTHINGTON, AUTHOR

In terms of the lockdowns everyone was really struggling and for kids at home to have access to books being read online was so important... Maybe in the same way that school and work and everything has changed, perhaps there is a way we can keep the best of both worlds.

Hopefully kids will go back into libraries for IRL storytimes again, but if they are unable to do so, Online Storytime will continue to bring the joy of books into their homes.

- JANE GODWIN, AUTHOR

I love the Auslan readings, I think they are brilliant. City of Sydney did a reading of Puddle Hunters, which was really good quality (and) I was so excited by it... I thought it was a really, really great thing.

- KIRSTY MURRAY, AUTHOR



SUMMARY OF KEY FINDINGS

1> LIBRARIES

- were enabled to deliver storytimes despite lockdowns
- upskilled staff via professional development (especially digital)
- updated resources via small grants for branches and services
- added more Australian picture book titles to collection
- fostered partnerships with other community partners

2> COMMUNITIES

- were still able to access storytimes despite lockdowns
- kept regular connection with library staff for kids at home
- provided good modelling for reading-aloud to pre-schoolers
- provided access for children (and their carers and/or families) who are deaf or hard of hearing, from LOTE or bilingual backgrounds, or living in regional and remote areas

3> PUBLISHERS

- increased exposure for their Australian picture books, and the talent of their local Australian authors and illustrators
- some additional book sales via library purchases
- fostered goodwill with registered Australian public libraries

4> CREATORS (Authors & Illustrators)

- new revenue via licence agreement fees, royalties from book sales and Public Lending Rights payments on library holdings
- direct payments for work used in Online Storytime marketing collateral, the website, webinars, and commissioned titles
- increased exposure for their titles to library staff and to their core audience (families and carers of pre-schoolers)



Online Storytime is a perfect example of the extraordinary capacity we have as an industry, when we come together and collaborate, to affect real change that delivers tangible results, especially in times of need.

- Trish Hepworth, Director of Policy and Education, ALIA



SUMMARY OF KEY RECOMMENDATIONS

1> LIBRARIES

- ALIA to support the continuation of Online Storytimes (or an alternative) as an option to deliver library storytimes digitally, especially with a view to any future disruptions to in-library event programming by:
 - hosting further professional development webinars to upskill library staff
 - securing further funding to upgrade library resources
 - improving administration and reporting processes

2> COMMUNITIES

- ALIA to support libraries to offer specialist Online Storytimes (or an alternative) concurrently with in-library events to increase accessibility and inclusivity of storytimes for children:
 - who are Deaf and Hard of Hearing (DHH)
 - who live remotely, too far away to attend in-person
 - from families with a Language Other than English (LOTE)
 - who may find attending in-person events difficult

3> PUBLISHERS

- ALIA to continue investing in relationships with Australian publishers via the Australian Publishers Association to:
 - seek new ways of maximising exposure for Australian books in public libraries
 - generate additional purchases of Australian books by public libraries for their collections

4> CREATORS (Authors & Illustrators)

- ALIA to continue seeking new ways to support Australian authors and illustrators via the Australian Society of Authors and key partnerships such as Australia Reads to:
 - generate new income opportunities via events, licence fees, new books and other content creation
 - increase opportunities for their work to be showcased directly to library patrons

2. INTRODUCTION

- a. About ALIA
- b. About Online Storytime
- c. About publisher submissions
- d. About library subscriptions
- e. About Online Storytime clips
- f. About remuneration for book creators
- g. About community access
- h. About grant funding



ABOUT ALIA



Australian Library and
Information Association

The Australian Library and Information Association (ALIA) is the national professional organisation for the Australian library and information services sector representing thousands of library and information professionals from individual librarians, library technicians and information managers, to library suppliers and other library and information organisations that comprise the library and information management sector.

ALIA seeks to empower the library profession through the development, promotion and delivery of quality library and information services to the nation, through leadership, advocacy and mutual professional support.

ALIA is governed by a board in accordance with its constitution and guided by its vision, objects and values.

For more information, visit www.alia.org.au

ALIA is committed to:

- Lifelong learning — providing Members with opportunities, professional development, training and continuous learning.
- Literacy — helping people develop the reading and information literacy skills they need at school, at work, and in everyday life.
- Transformation — creating environments for Members to share and learn about best practice and next practice.
- Intellectual freedom — promoting the free flow of information and ideas in the interest of all Australians and a thriving culture, economy and democracy. ALIA believes in fair use copyright and does not believe in censorship.

ALIA's core values include:

- Promotion of the free flow of information and ideas through open access to recorded knowledge, information, and creative works
- Connection of people to ideas
- Commitment to literacy, information literacy and learning
- Respect for the diversity and individuality of all people
- Excellence in professional service to our communities
- Partnerships to advance these values



ABOUT ONLINE STORYTIME



Background

Online Storytime grew out of an agreement between ALIA and Australian publishers as a response to the COVID-19 pandemic which saw the closure of public libraries and which paused face-to-face storytime sessions. Under that first agreement publishers agreed that their titles could be read, recorded and made available online by libraries for storytimes, with no need for specific copyright permission nor further remuneration.

By the end of 2020, a new subscription arrangement was created to allow online storytimes to continue while providing some structure and financial return for publishers.

This was trialled as the Online Storytime pilot program in 2021.

Pre-pandemic context:

Prior to the COVID-19 pandemic, it is estimated that public libraries around Australia hosted more than 120,000 storytime sessions for pre-schoolers, attracting over three million attendees.

Source: www.onlinestorytime.org.au

KEY FEATURES OF ONLINE STORYTIMES:

- Aimed at pre-school children, their families and carers
- 5-10 minutes of stories read aloud to camera
- Showcasing books by Australian authors & illustrators
- Presented by local librarians and library staff
- Free to watch on-demand anytime
- Available online for up to 6 months from release
- Broadcast via social media and some library websites
- Including a range of bilingual Online Storytimes
- Plus a selection of Auslan Online Storytimes produced for children who are Deaf and Hard of Hearing (DHH)



ABOUT THE PUBLISHER SUBMISSIONS

50 Australian publishers answered the call to submit 352 Australian children's picture books in 2021

Such was the success of ALIA's call-out for publishers to submit their Australian children's picture books for the pilot program that the first year wrapped with 352 titles from 50 publishers.

To participate in the pilot program each publishing company signed one licence Agreement with ALIA (covering all their Online Storytime listed titles); for fees to be paid by public libraries (via ALIA) to them (the publishers) allowing audio-visual recordings of library storytimes, featuring their nominated titles, to be produced and released free of charge across online sharing platforms such as Facebook and YouTube, for a limited time of 6 months, for an exclusively Australian audience.

There was no limit to the number of books each publishing house could submit, and the online submission process made it easy for publishers to upload information for the Online Storytime website such as the ISBN, title, cover image, author and illustrator names, publication year, company name, URL for the title, and a short description for each book.

The Agreements, Submission page and FAQs for publishers can be viewed here: <https://onlinestorytime.org.au/publishers/>



Image: a selection of titles from the ALIA Online Storytime 2021 booklist.

ABOUT THE PUBLISHER SUBMISSIONS

Top 12 Australian publishers with most titles listed in the 2021 Online Storytime pilot program



Top 12 publishers with most titles listed had a total of

244

titles listed for

1244

Online Storytimes created and

2640

books purchased by libraries



ABOUT THE LIBRARY SUBSCRIPTIONS

Almost 50% of Australian public libraries subscribed to the pilot program in its first year

ALIA's call-out for libraries to join the Online Storytime pilot program resulted in almost 50% of Australian public libraries subscribing.

Participating libraries paid an annual subscription fee of \$150 plus GST multiplied by the quantity of branches in their service. So for two locations, they paid \$300 plus GST; for 10 locations, \$1500 plus GST.

To participate in the pilot program each subscribed library also signed one licence Agreement with ALIA (covering all their branches), and for fees to be paid (from the total pool of library subscription fees via ALIA) to the publishers allowing audio-visual recordings of library storytimes, featuring the listed picture books, to be produced and released free of charge across online sharing platforms such as Facebook and YouTube, for a limited time of 6 months, for an exclusively Australian audience.

This agreement included a specific allowance for accessible storytimes including subtitles and simultaneous translation into Auslan as well as in languages other than English.

The Agreements, Booklist, FAQs, Grant information and Resources for libraries can be viewed at: <https://onlinestorytime.org.au/for-libraries/>

Quarterly Reporting Obligations of participating libraries

As part of the Agreement with ALIA, each participating library was required to submit a report each calendar quarter indicating which titles they had recorded as Online Storytimes, the platforms they had broadcast across, the date first posted, the number of views (if available), the number of copies purchased, and a URL to the clips.



Image: library staff member participating in the 2021 Online Storytime pilot.

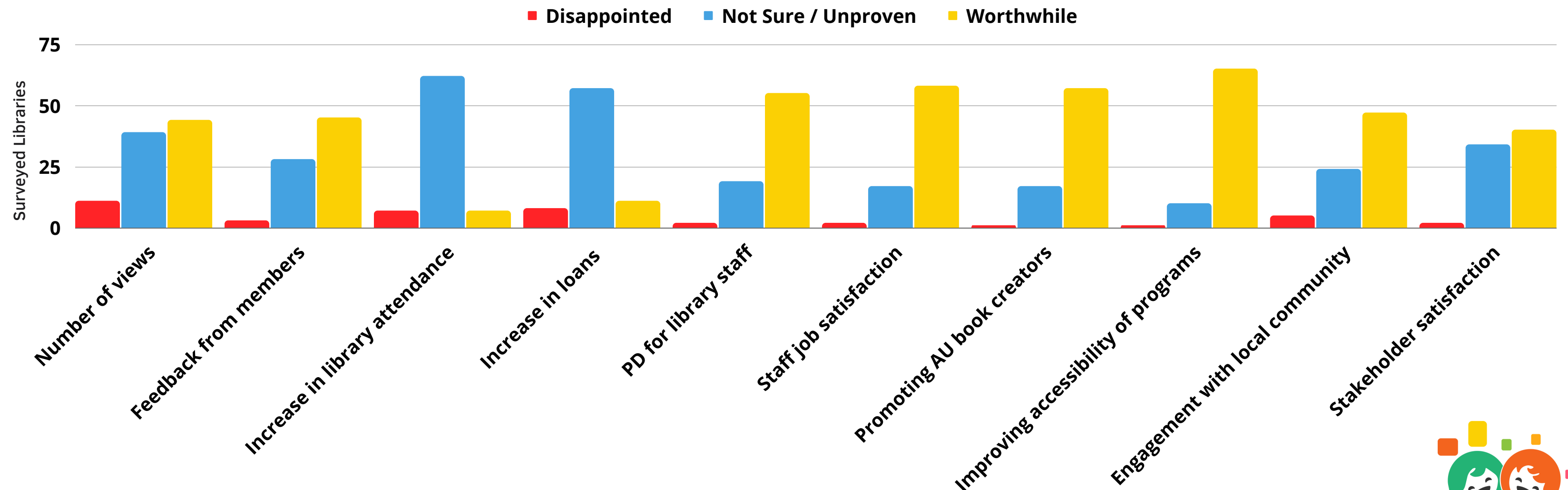
Source: Various library YouTube channels, 2021.

ABOUT THE LIBRARY SUBSCRIPTIONS

Surveyed libraries indicated their investment in the Online Storytime pilot has been worthwhile

According to the Online Storytime Evaluation Library Feedback Survey, participating public libraries indicated that the Online Storytime pilot program was worthwhile in terms of their investment when it came to improving accessibility of their programs, promoting Australian authors and illustrators, staff job satisfaction and professional development, engagement with local community, feedback and number of views for their Online Storytimes.

At the same time, the surveyed libraries also expressed some disappointment in terms of their investment for the number of views for their clips, associated increase in library loans and library attendance, and engagement with their local community.



ABOUT THE ONLINE STORYTIME CLIPS

Presenters get creative with pets, puppets & props

According to the library feedback survey, 90.8% of Online Storytimes were presented by solo library staff, the remainder being co-presented (6.6%) or read off-camera (2.6%). Almost all (93.4%) of these clips were recorded without audiences in public libraries. Many of the presenters were quite creative when it came to bringing the listed picture books alive on screen; some dressed in costume, some used props or puppets and some brought along pets to enhance the stories being read aloud.

Complemented with other meaningful content

According to the library survey respondents, just over half (51.3%) of their clips began with an Acknowledgement of Country; just under half (47.4%) included a Welcome Song; and over a third (36.8%) included a craft activity.

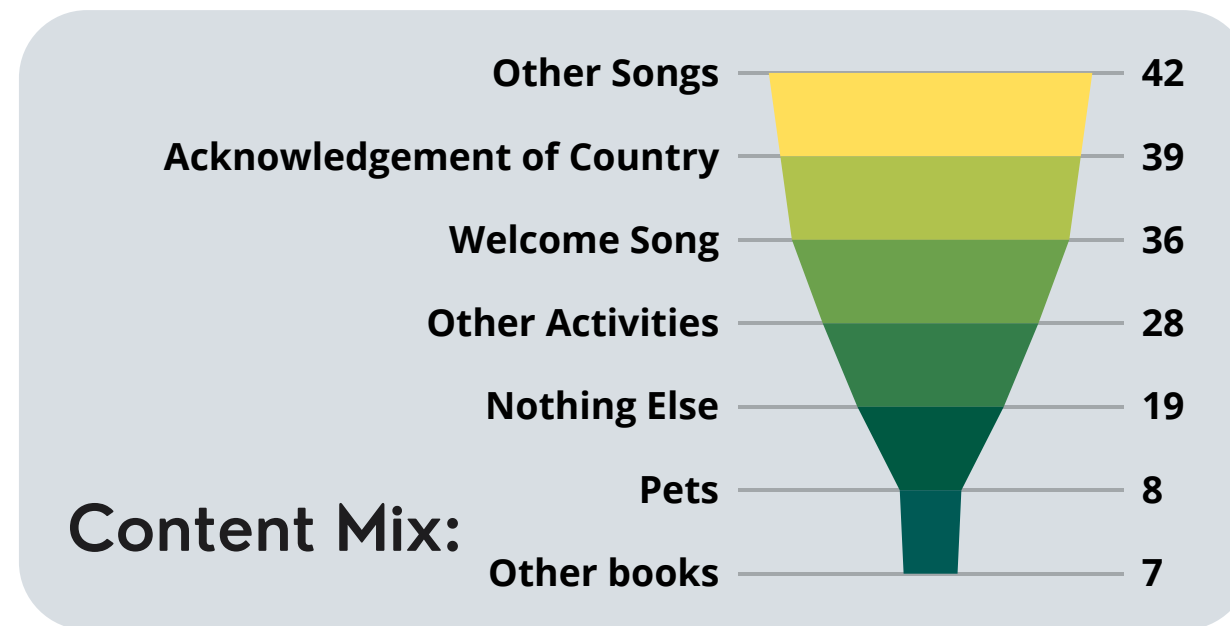
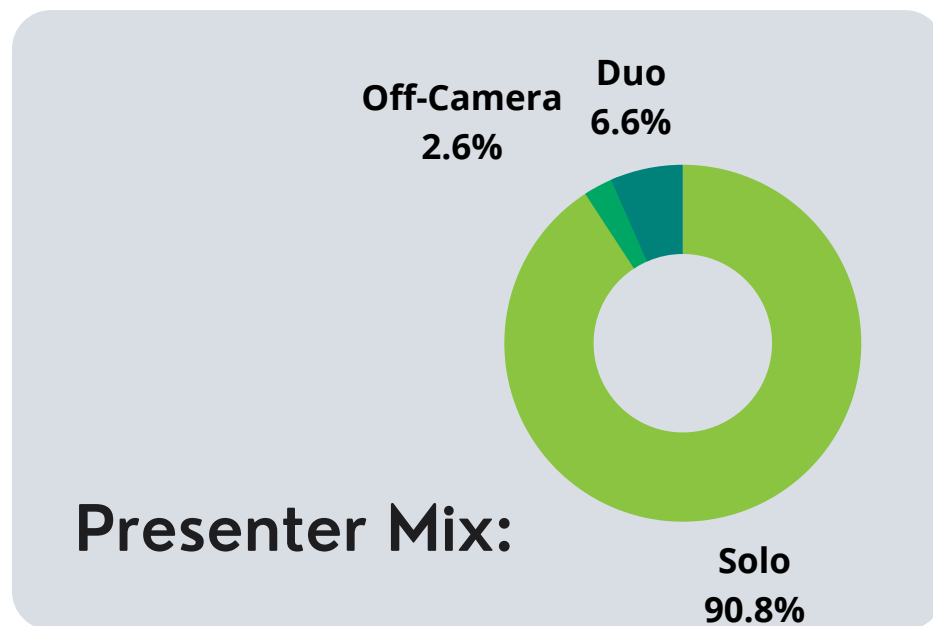


Image shows librarians participating in the 2021 Online Storytime pilot program. Source: library YouTube channels of (clockwise from left) Narragin (WA), Maribynong (VIC), Maryborough (VIC), Onkaparinga (SA).

ABOUT REMUNERATION FOR CREATORS

A quick guide to how ALIA calculated the licence fee

Due to the fact that the licence fees paid to publishers depended on both the total number of libraries subscribed and total number of Online Storytimes produced during the pilot program, the final licence fee could only be calculated at the end of the 12 month period.

The four step calculation:

1> ALIA tallied up the total number of clips produced for each title in 2021 (1, 787 as reported in the Quarterly Reports submitted by libraries).

2> ALIA tallied up the total funds raised through library subscriptions to get the net total of subscription dollars (\$80,000).

3> ALIA then divided the net total subscription amount (\$80,000) by the total number of clips made for the year, to calculate the dollar value per clip, which for 2021 came to \$44.85 per clip.

4> To calculate the payment due to each publisher for each title, ALIA multiplied the number of clips made for each title by the dollar value per clip (\$44.85).

All \$80,000 raised from library subscription fees paid to participating publishers as licence fees

At the conclusion of the first 12 months of the pilot program, ALIA paid a total of \$80,000 (raised from the subscription fees paid by the libraries) to the participating publishers whose titles were produced as Online Storytimes between January to December 2021.

Fee notifications were sent by email to all participating publishers in early February 2022 and generally paid in March/April 2022.

The amount paid to each publisher was calculated based on the information supplied in the quarterly reports submitted by participating libraries.

Each publishing company was then responsible for allocating the appropriate portion of the fee payments to their authors and illustrators in accordance with their own contractual agreements.

ABOUT COMMUNITY ACCESS

Free to watch online, anytime, in Australia

All the Online Storytimes produced have been free to access, and available to watch online at anytime, by anyone within Australia.

Extended Accessibility due to being online

This free online access extended the accessibility of Storytimes for pre-schoolers and their carers previously unable to attend in-person library events for various geographical, physical or wellbeing reasons.

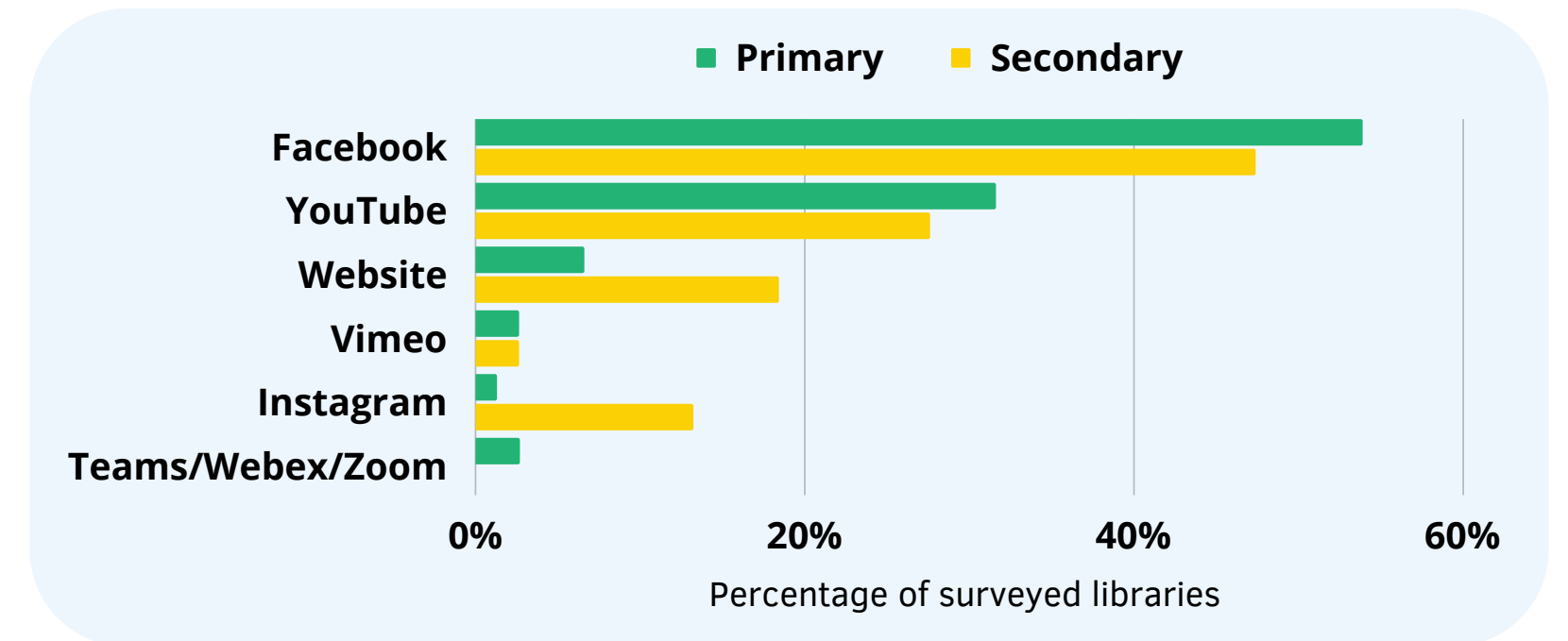
Creating an online audience for Storytimes

Participating public libraries notified their members and promoted their Online Storytimes to local communities via their social media channels, e-newsletters, and events page on their websites and also via their local councils. Some libraries notified their local childcare and maternal healthcare centres too.

Keeping kids connected to their local library staff

During the pandemic Online Storytimes kept kids and their adults who attended in-person Storytimes connected with their local library staff especially those in the children's and youth teams, and offered them an opportunity to continue regularly engaging in the joy, comfort and pleasure of reading books together - despite being physically apart due to Covid-19 related restrictions and lockdowns.

Facebook and YouTube most used platforms



According to the library survey respondents, the primary platform used to post their Online Storytimes was Facebook (53%), followed by YouTube (31.6%), their library website (6.6%), Vimeo (2.6%) and then Instagram (1.3%). A few (2.6%) also hosted live Online Storytimes (technically not part of the pilot program Agreements) via Teams/Webex/Zoom.

Some surveyed library staff shared Online Storytimes across multiple platforms, with the most used secondary sharing platforms being Facebook (47.4%), then YouTube (27.6%), their websites (18.4%), Instagram (13.2%) and Vimeo (2.6%).

ABOUT GRANT FUNDING



Australian Government



Australian Government

Department of Infrastructure, Transport,
Regional Development and Communications
Office for the Arts

In June 2021 ALIA received a grant of \$30,000 from the Australia Council (2021-2022 financial year) to support building community around the Online Storytime pilot program. This funding delivered practical support and professional resources to help library staff create and share their Online Storytime clips including:

- four training webinars connecting libraries with authors and illustrators, including \$6000 paid directly to authors, creators and publishers who contributed content for these activities
- guides for:
 - Limiting audience to Australia only
 - Music, lyrics and rhyme resources
- e-newsletters (sent directly to 230 staff at subscribed libraries) covering information about new titles added to the booklist, announcing new publishers on-board, and news about funding grants and quarterly updates on the pilot program

In September 2021 ALIA received \$327,000 from the Australian Government's Restart Investment to Sustain and Expand (RISE) Fund to support the expansion of Online Storytime. This funding helped ALIA to:

- deliver \$100,000 in smaller grants (worth up to \$10,000) for successful applications by public libraries to support their delivery of Online Storytime (including new tech equipment) between October 2021 and December 2022
- commission two new Indigenous works to fill a gap in the book list for First Nations stories (due for release in September 2022)
- launch a dedicated resource website featuring a searchable booklist with covers and title information, title submission forms for publishers, reporting forms for libraries, downloadable Agreements for publishers and libraries, plus updated news.
- produce other marketing materials featuring local illustrators
- undertake an evaluation of the 2021 pilot program



3. DISCUSSION OF FINDINGS

- a. Impact on libraries
- b. Impact on communities
- c. Impact on publishers
- d. Impact on book creators





3b. IMPACT ON LIBRARIES

KEY FINDINGS:

- LIBRARIES were enabled to deliver storytimes despite lockdowns
- LIBRARIES upskilled staff via professional development
- LIBRARIES updated resources via small grants
- LIBRARIES added Australian picture book titles to their collections
- LIBRARIES fostered partnerships with other community partners

STORYTIMES DELIVERED DESPITE PANDEMIC

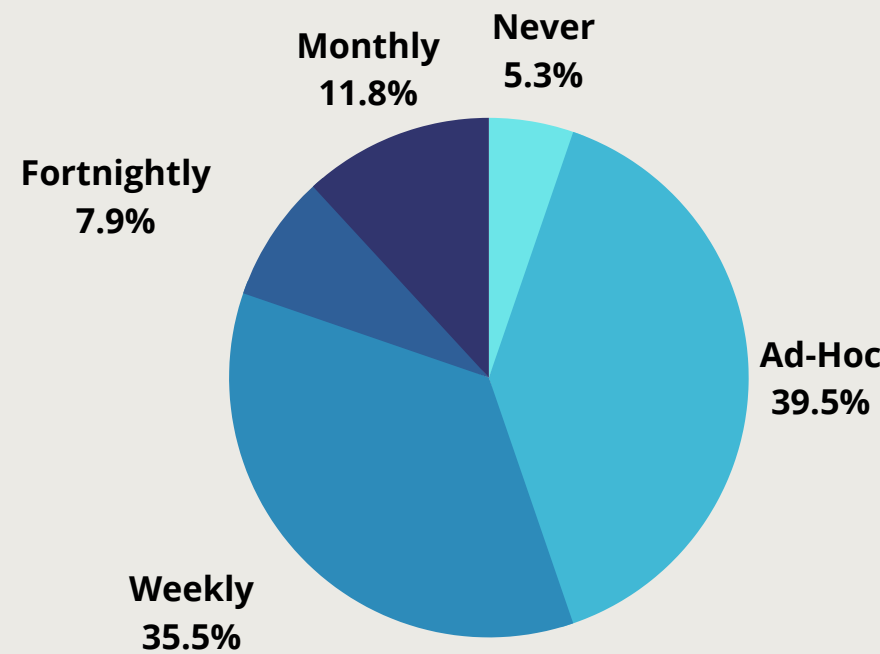
Almost half of all Australian public libraries delivered Online Storytimes during 2021

The first key finding to note about the impact on libraries is that thanks to the Online Storytime pilot program, Australian public libraries successfully delivered 1,787 storytimes despite the Covid-19 pandemic closures and lockdowns. According to ALIA's final quarterly report for the Online Storytime pilot program, a total of 160 out of 400 public library services (comprising 640 from 1,400 public library branches) subscribed, meaning almost half of both public library services and public library branches in Australia signed-up.

This evaluation sighted 278 quarterly reports submitted by 125 participating public libraries (branches and services) from across regional, suburban and metro locations throughout every state and territory. Not every subscribed library participated for the entire year and some didn't produce and/or broadcast any Online Storytimes due to reasons such as briefer than expected lockdowns and closures, unavailability of resources and staff.

More than a third posted Online Storytimes weekly

Of the 76 library survey respondents, the majority (39.5%) posted their Online Storytimes on an ad-hoc basis, followed by over a third (35.5%) who posted weekly. Just over a tenth (11.8%) of the library survey respondents posted monthly, and less than a tenth (7.9%) posted fortnightly. A few (5.3%) posted none at all.



Thanks to the ingenuity, resourcefulness and commitment of library staff

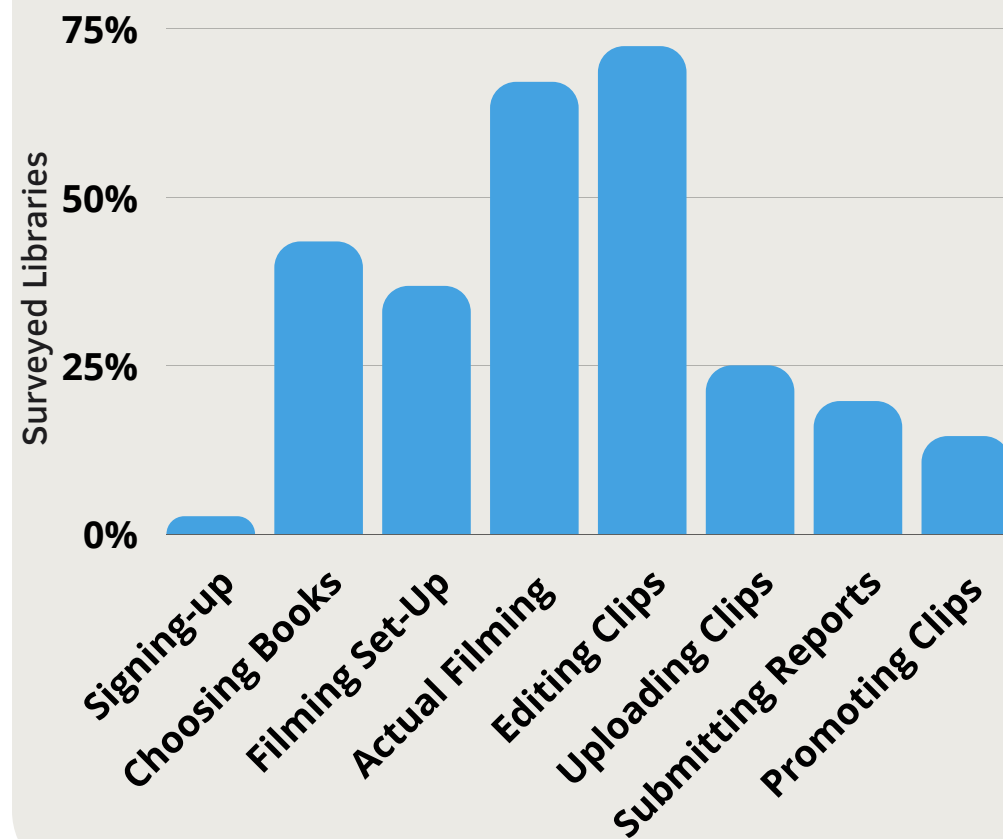
The regularity of Online Storytimes produced for the 2021 pilot program is testament to the ingenuity, resourcefulness and commitment of public library staff. Without necessarily having any formal training, and in addition to their usual workload - often under the strain of pandemic restrictions and without fit-for-purpose equipment, they staged, styled, presented and filmed Online Storytimes for the benefit of pre-schoolers in their communities.

STORYTIMES DELIVERED DESPITE PANDEMIC

The Online Storytime pilot program ran concurrently to other library programs offered in 2021

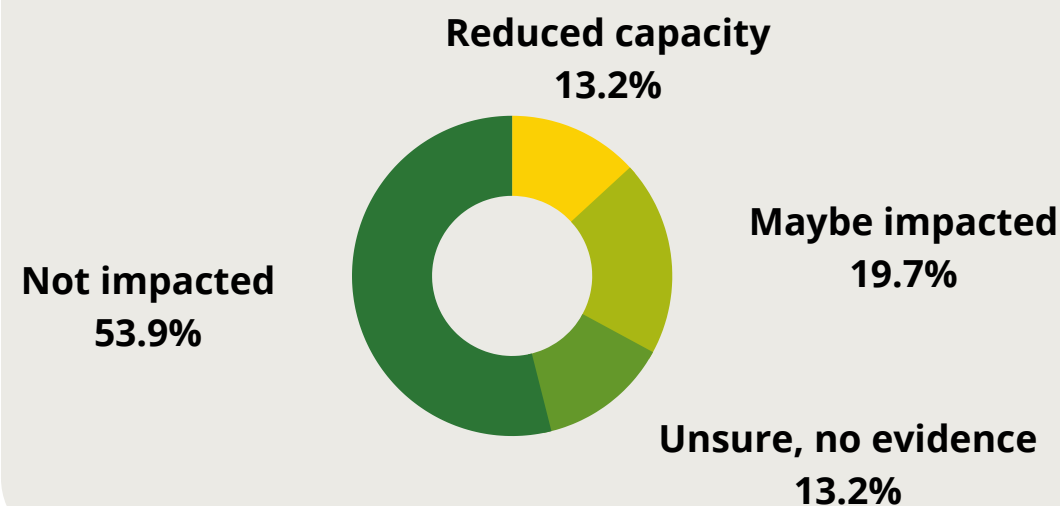
Impact on library staff time

According to surveyed library staff the most time-consuming aspects of the pilot program related to editing and filming Online Storytimes, choosing the titles, and set-up (including background) for filming:

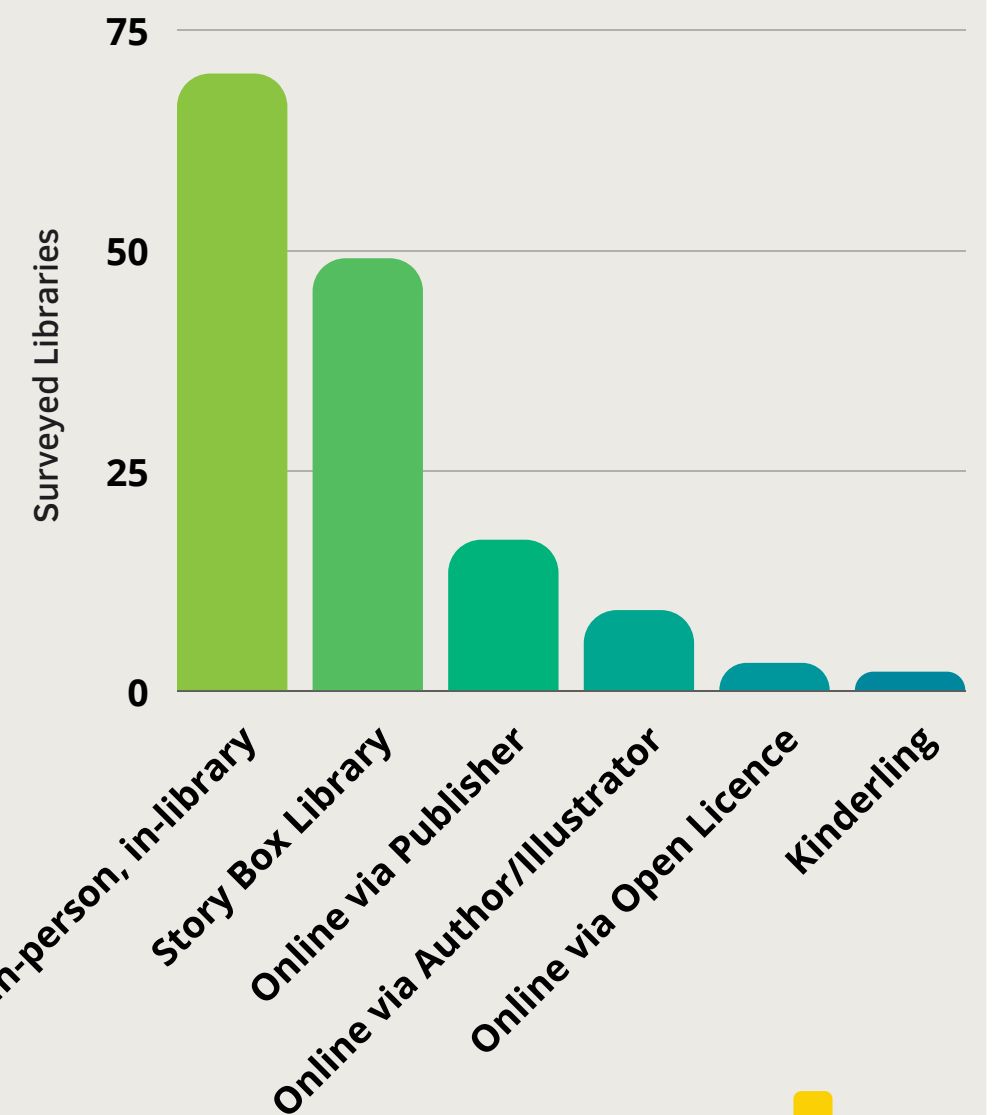


Limited affect on capacity to deliver other programs programs continued

Despite the additional challenges that came with launching a new program (in many instances while working remotely), only a small proportion (13.2%) of surveyed library staff felt Online Storytime reduced their capacity to deliver other programs. Around half (53.9%) the surveyed library staff felt Online Storytime did not impacted their capacity to deliver other programs:



Other types of Storytimes also offered by participating libraries in 2021



UPSKILLING PUBLIC LIBRARY STAFF

Professional Development Opportunities

The second key finding about the impact on libraries is that Online Storytime provided library staff with excellent professional development opportunities - especially their digital storytelling skills - via a series of webinars that extended their capabilities as producers, presenters and facilitators.

The Online Storytime PD Webinar series:

- Watch the webinars online here: <https://onlinestorytime.org.au/events/>
- 85% of surveyed libraries rated the webinars GOOD TO EXCELLENT
- 420 library staff attended three webinars hosted by ALIA as per below
- A fourth webinar is scheduled for delivery in August 2022.

1. **Top tips and tricks for filming Online Storytimes** aimed at helping library staff master the basics of producing and filming themselves direct to camera with guest presenter (children's TV presenter and bestselling author) Adrian Beck and ALIA's teacher librarian, Jacqui Lucas was the most popular with 221 attendees.

2. **Creating Inclusive Online Storytimes** Andrea Hurley, Nadia Ruttley (Brisbane City Council Libraries), Marleen Westerveld (Griffith University), Kylie Carlson (Yarra Libraries) and Jo Kaeding (Adelaide Hills, University of South Australia) discussed diversity, early literacy and sensitive storytimes with 104 attendees.

3. **Creating Auslan Online Storytimes** with Annette Webb (City of Sydney Libraries), Kathryn Brady (Salisbury), and panellists from Deaf Services and Deaf Can Do discussed how to create quality Auslan Storytimes with 95 attendees.

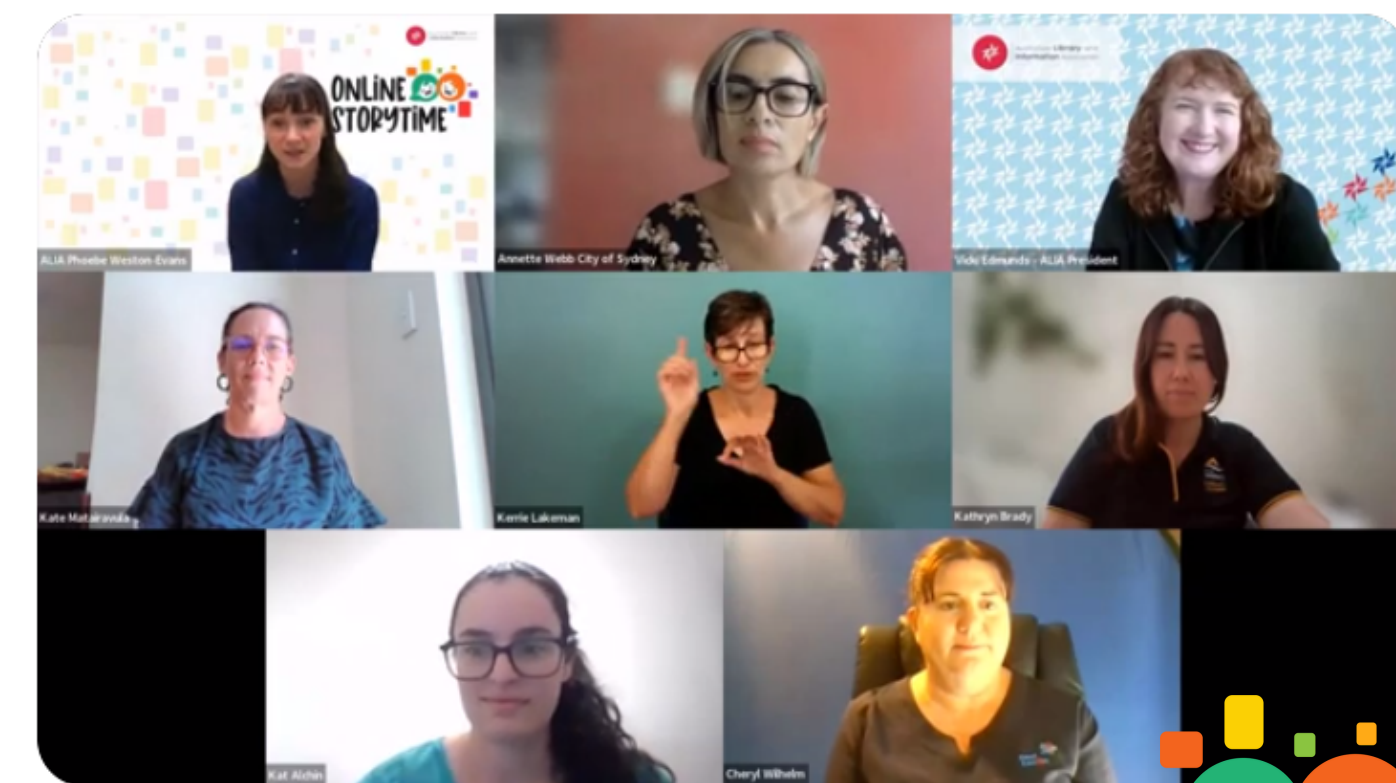
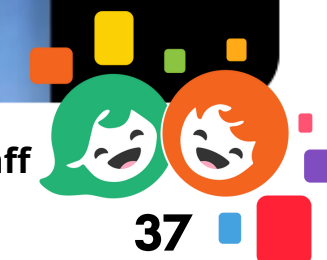


Image: screenshots from ALIA hosted webinars for library staff



UPSKILLING PUBLIC LIBRARY STAFF

Individuals and teams both benefitted

When asked about the impact of the pilot program on their teams, the bulk of surveyed library respondents indicated their team's skills and knowledge, individual confidence and competencies, the sharing of information and experiences, inspiration and ideation, job satisfaction and wellbeing all increased significantly. To a lesser extent the library survey respondents cited an increased connection with members.

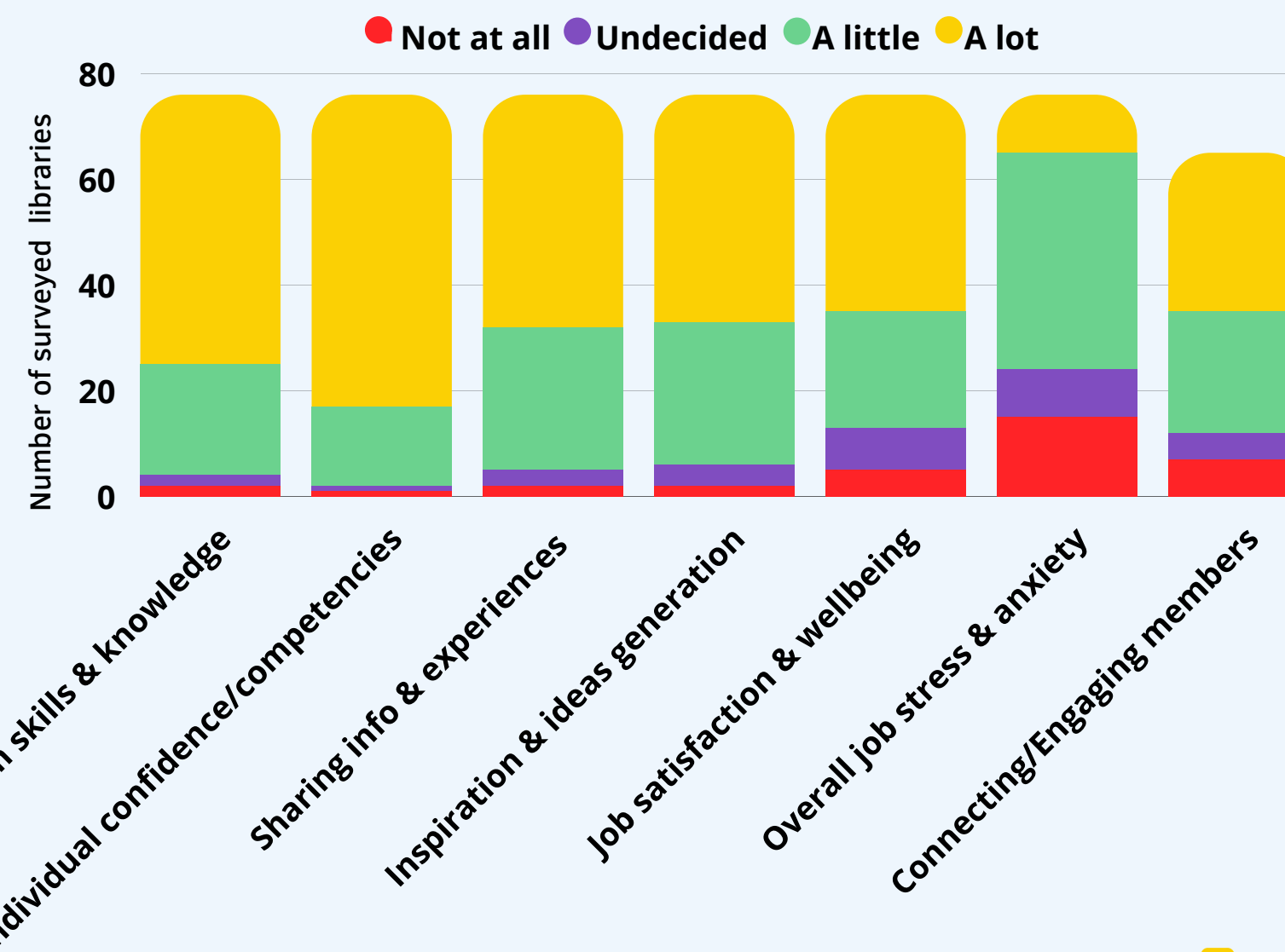
When it came to how their involvement with the Online Storytime pilot affected their overall job stress and anxiety, the majority (53%) of surveyed library staff indicated this increased only a 'little', some (19%) indicated 'not at all', and some (14%) indicated 'a lot'. The rest were undecided.

Digital production, social media & presenting skills

According to surveyed library staff, the top three skills they gained as a result of participating in the Online Storytime pilot program were:

1. digital editing and production
2. social media posting
3. confidence in presenting books aloud

Did the pilot program contribute to an increase in any of the following for you/your teams:



IMPROVED PUBLIC LIBRARY RESOURCES

New resources via small grants program

The third key finding about the impact on libraries is that Online Storytime provided public library branches and services with the opportunity to apply for small grants (up to \$10,000) to support the delivery of Online Storytime.

The Online Storytime small grants program:

- Round 1 offering a total of \$80,000
- Round 2 offering a total of \$20,000
- 42 number of libraries applied for Round 1
- 35 libraries received grants worth \$79,604
- 12 libraries applied for round 2 grants
- 12 libraries received grants worth \$20, 079
- Acquittals are due from the libraries in September 2022

Enabling public libraries to produce quality content

According to the applications the grants (awarded in 2022) will be used by libraries to help:

- purchase production equipment such as cameras, laptops, green screens, lighting, tripods and stands, lapel mics, etc
- purchase video editing software and licences, and/or cover the cost of external professional video-editing and post-production
- cover the cost of Auslan training for library staff
- cover fees for local authors and illustrators, musicians to participate in reading aloud the books for Online Storytimes
- cover fees for local Elders and professional translators to deliver Indigenous language, Auslan, and bilingual Online Storytimes
- purchase of books from the Online Storytime booklist for their collections



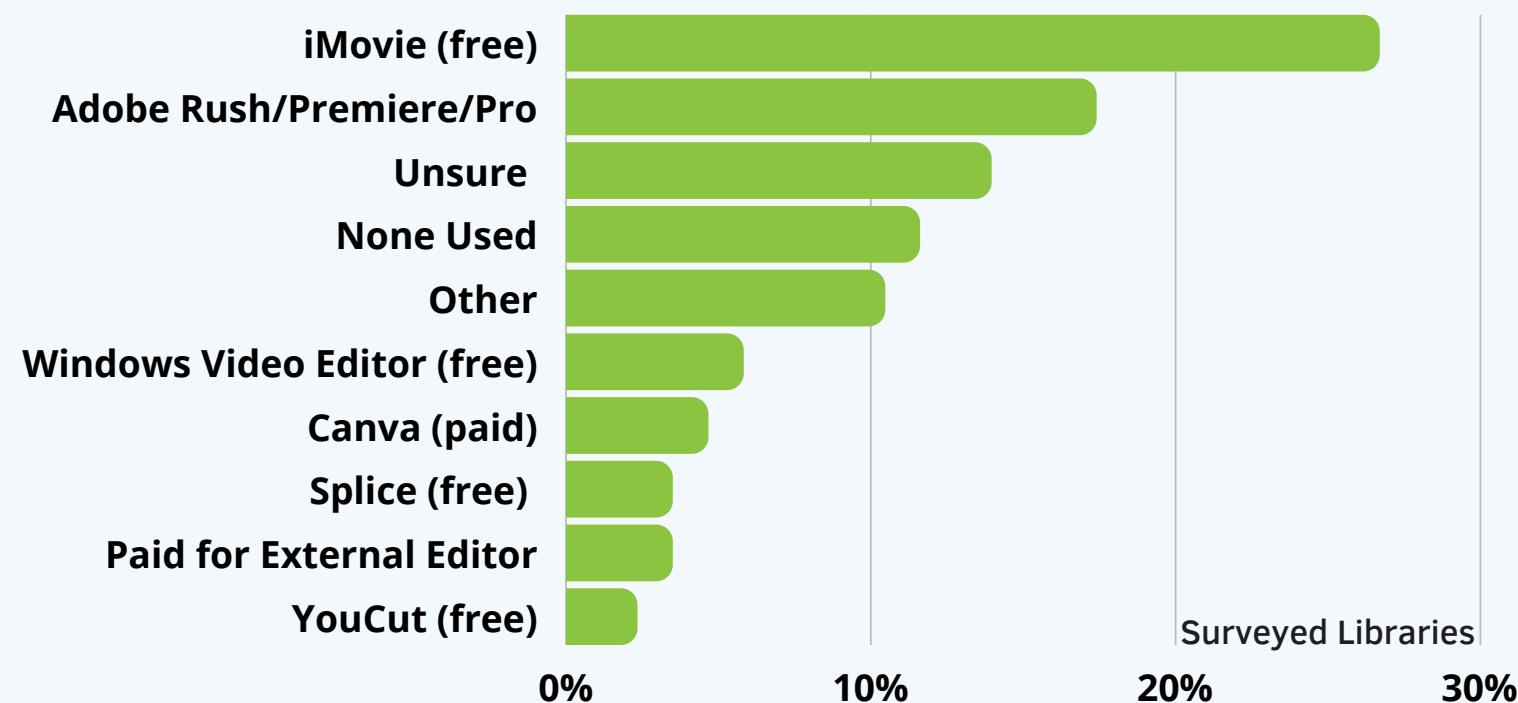
Image: Auslan Online Storytime by City of Onkaparinga public library.

IMPROVED PUBLIC LIBRARY RESOURCES

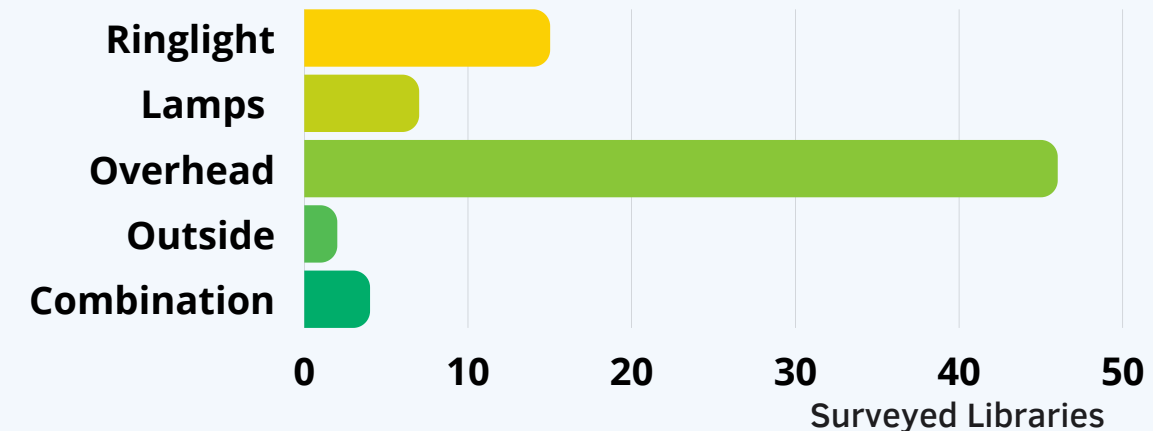
Helped meet need for new equipment

The small grants program helped participating libraries meet the need to upgrade their equipment and technology to improve the quality of their Online Storytimes. The majority (40%) of library survey respondents filmed their Online Storytimes on smart phones and iPads with no extra lighting or microphones, and 42% used their own personal equipment. Only a small percentage (3.48%) paid for professional editing of their Online Storytimes, while others taught themselves basic editing and post-production skills using various online programs, and some (11.6%) broadcast their clips with no editing or post-production at all.

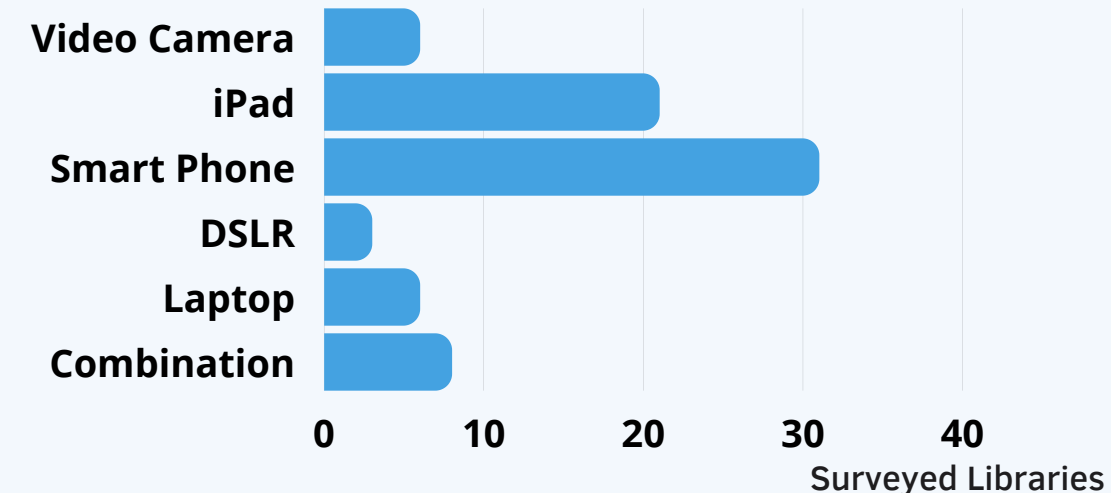
Editing software used for Online Storytimes



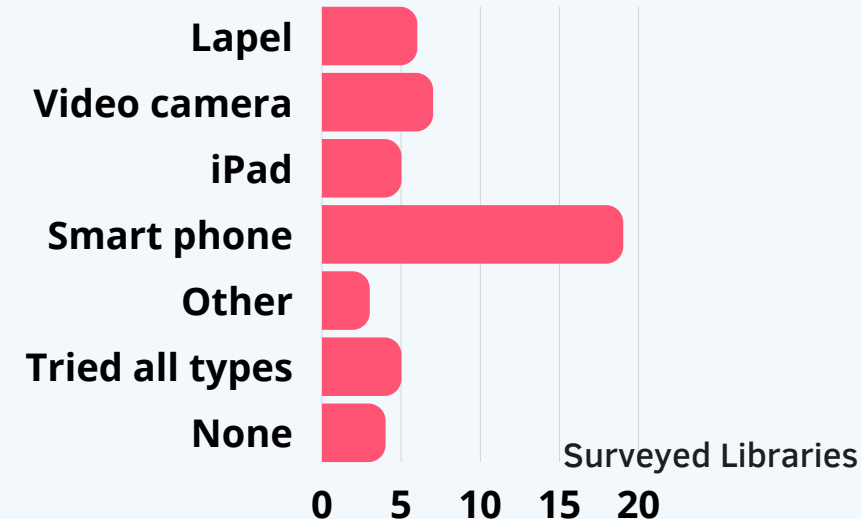
Type of Lighting



Type of Camera



Type of Microphone



FOSTERING COMMUNITY PARTNERSHIPS

Working together to maximise opportunities

The fourth key finding about the impact on libraries is that Online Storytime pilot program provided public library branches and services with the opportunity to develop and foster strong partnerships with other service providers in their local communities to help increase the accessibility and inclusivity of their Online Storytimes.

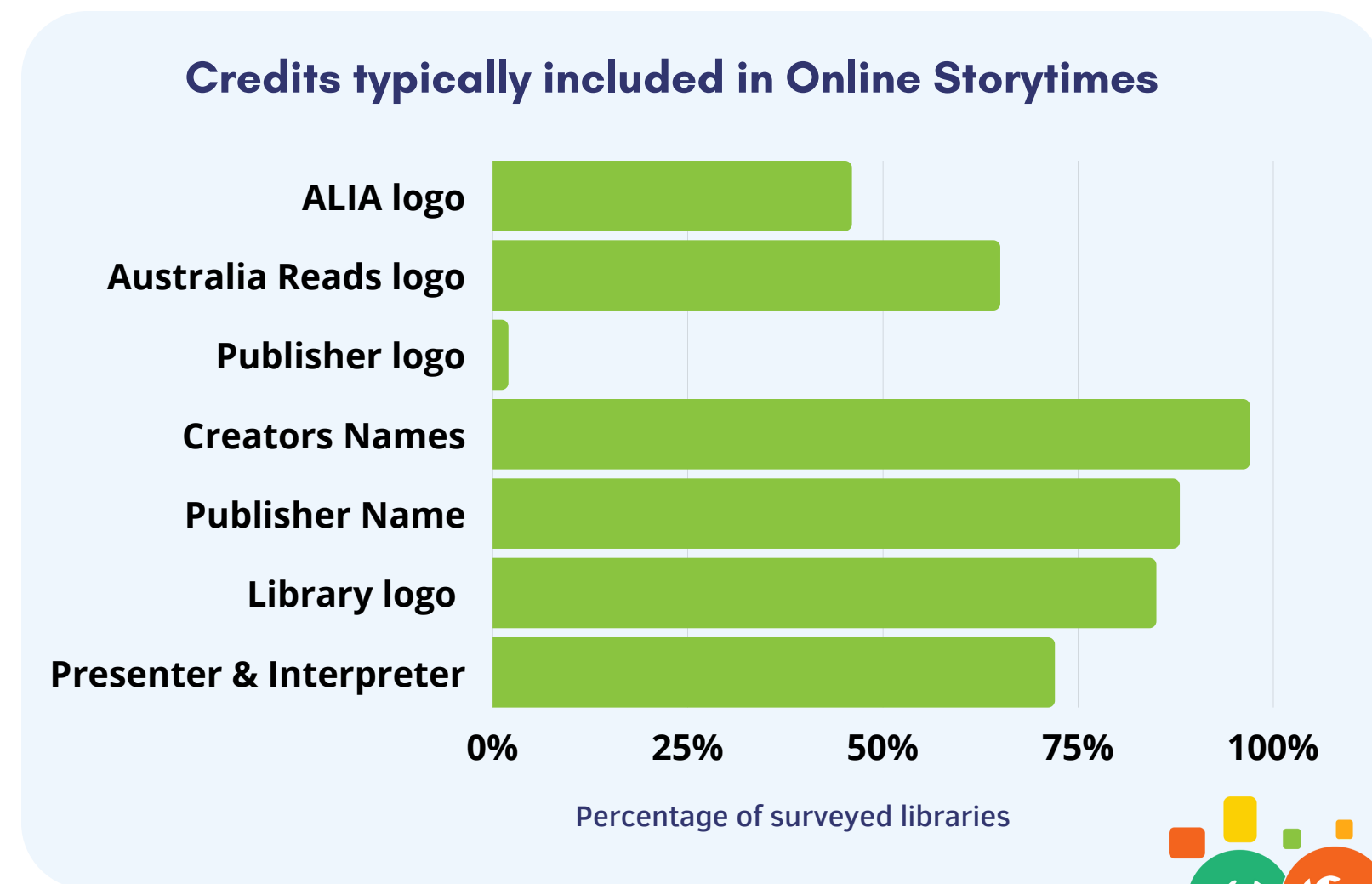
Foremost of these partnerships is with Australia Reads whose logo appears on the opening and closing credits of Online Storytimes. Australia Reads is a not-for-profit initiative of Books Create Australia, an alliance made up of key book industry associations including ALIA, dedicated to getting more people to read more books more often.

Some individual library branches and services partnered with key local service providers such as **Deaf Connect** and **Deaf Can Do** to provide Auslan interpreted Online Storytimes.

As part of their small grant applications some libraries also outlined they were working towards potential partnerships with the likes of their local arts groups, multicultural community hubs, Reconciliation Action Groups, Land Councils and early literacy initiatives such as such as Paint the Town ReAd.

Acknowledging valued partnerships

As part of the terms of the 2021 pilot program licence Agreement participating libraries acknowledged the authors, illustrators and publishers whose titles they featured, and also credited partner organisations and individuals with whom they produced and presented their Online Storytimes:



AUSTRALIAN CONTENT FOR COLLECTIONS

Additional Australian picture books now available

The fifth key finding relating to the impact on libraries is that thanks to Online Storytime there are now over 3,000 additional copies of Australian picture books available in Australian public libraries.

In the 2021 quarterly reports submitted by participating public libraries a total of 78 libraries reported purchasing a total of 3,107 copies of 334 titles from the Online Storytime booklist (see image next page). A few libraries purchased a lot of copies, and a lot of libraries purchased few to no books:

- 1 library branch/service bought 700+ books for their collection(s)
- 1 library branch/service bought 300+ books for their collection(s)
- 1 library branch/service bought 200+ books for their collection(s)
- 5 library branch/services 101-200 books for their collection(s)
- 5 library branch/services bought 51-100 books for their collection(s)
- 29 library branch/services bought 11-50 books for their collection(s)
- 34 library branch/services bought 1-10 books for their collection(s)
- 48 participating libraries did not report purchasing any books at all

The booklist of titles available for the 2021 Online Storytime grew during the pilot year to wrap with 352 picture book titles. These varied widely in tone (from laugh-out-loud silly to educational), in format (from hardback to paperback), in style (rhythm, pace, illustrations) and ranged across themes.

Mixed feedback on the 2021 Online Storytime booklist

According to the Online Evaluation Library Feedback Survey, 32% of participating library staff were satisfied with the booklist overall, 43% were ambivalent, and 25% were dissatisfied.

The library survey respondents who were satisfied with the booklist also praised (via an optional free text response) its wide range of all Australian content, especially from small independent publishers, as well as the continual addition of new titles throughout the year.

The most frequently cited criticisms by surveyed library staff who were dissatisfied with the booklist related to what they identified as:

- a lack of popular titles by well-known authors and illustrators
- some titles published too long ago and/or not easily available
- a lack of books suitable for reading aloud (text too long, images too small or detailed, content not bright and fun enough)
- not enough age appropriate content for 3-5 year olds

Surveyed library staff also indicated they would like to see more titles that tie-in with special occasions and festivals celebrated by their communities such as the AFL Grand Final, Chanukah, Christmas, Chinese New Year, Diwali, Halloween, Harmony Day, Ramadan, Reconciliation Week, and World Environment Day.

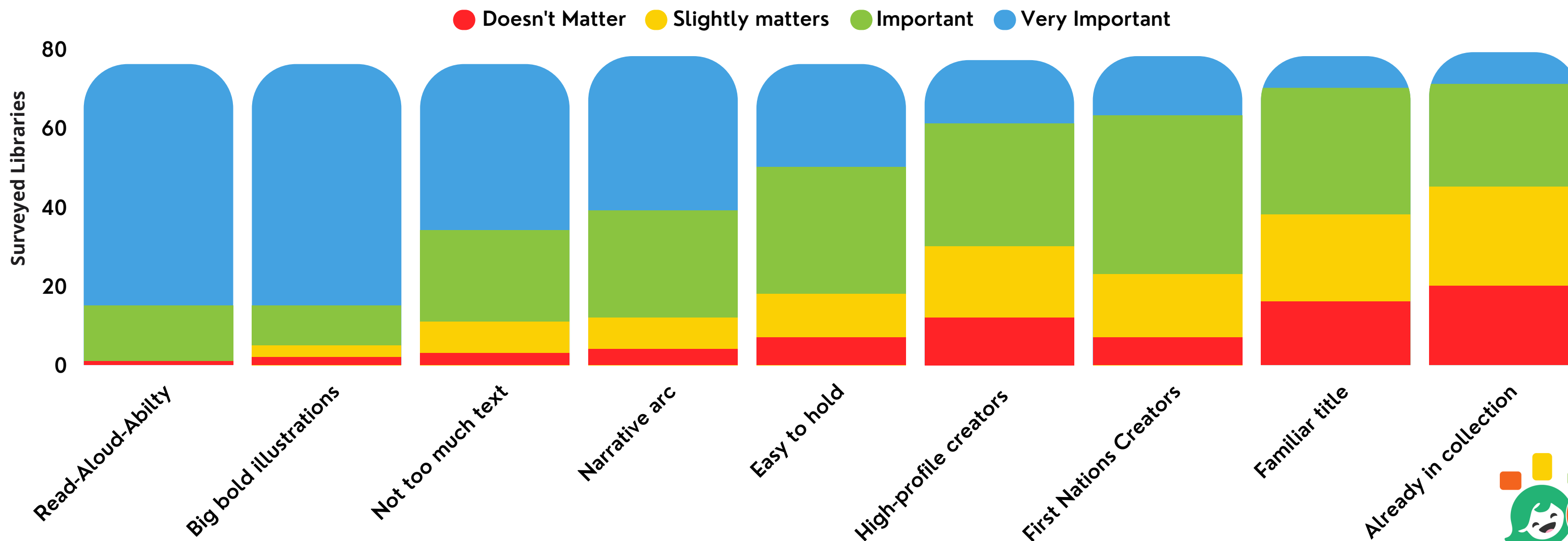


AUSTRALIAN CONTENT FOR COLLECTIONS

Key factors library staff used to select books for reading aloud during Online Storytime

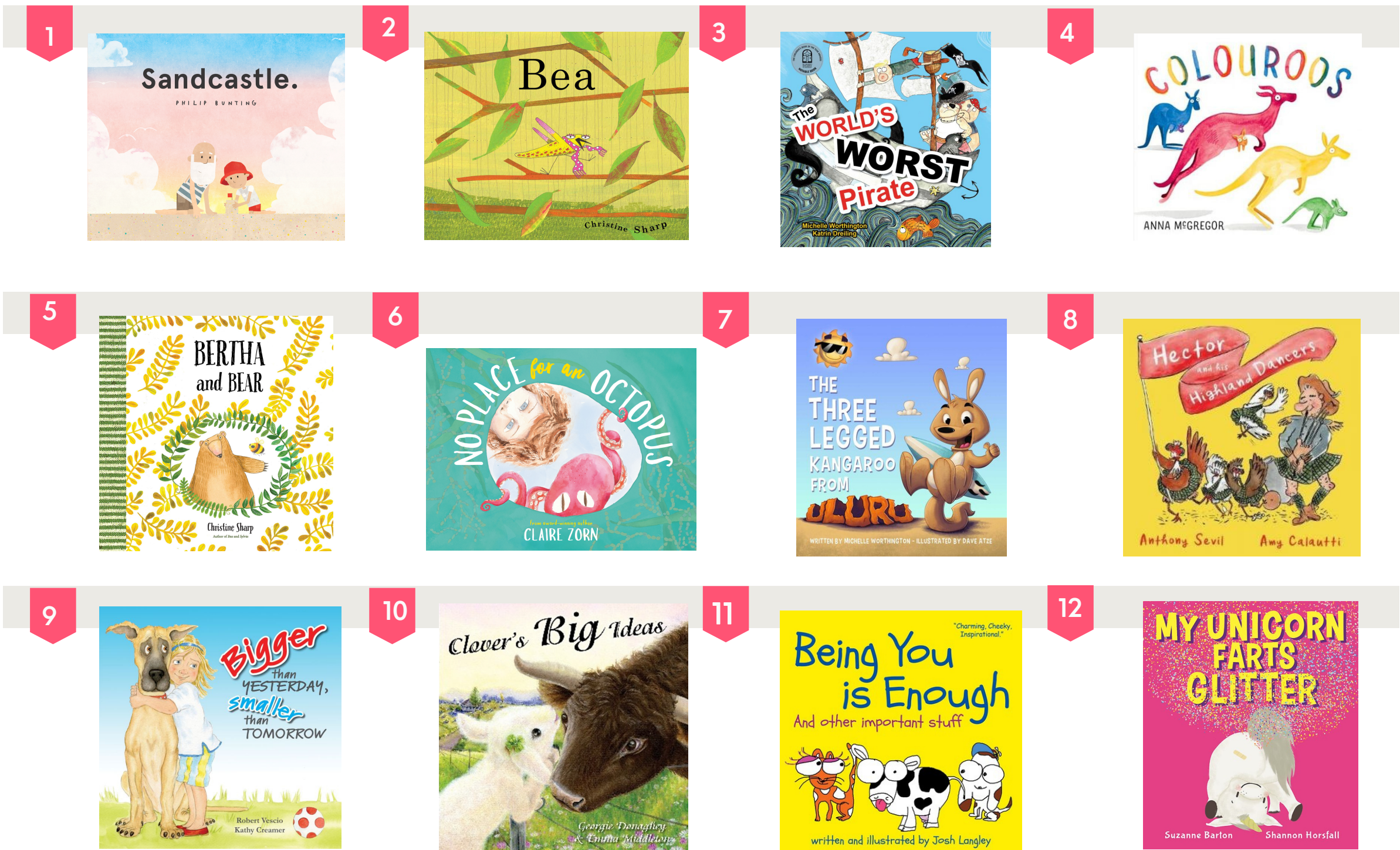
According to the Online Storytime Evaluation Library Feedback Survey, when asked what key factors about a picture book determined their decision about whether or not to record it as an Online Storytime the majority (85.9%) of surveyed library staff rated 'Read-Aloud-Ability' (rhyme, rhythm, pace) and 'big, bright, clear, bold illustrations' as equally most important, followed by 'not too much text', the 'narrative arc' and being 'easy to hold'.

Less important were titles by high profile creators, First Nations creators, familiar titles or those 'already in their collections'. These decisions can be seen reflected in the titles most frequently broadcast as part of the 2021 Online Storytime pilot program (see image overleaf).



AUSTRALIAN CONTENT FOR COLLECTIONS

Top 12 popular titles (most copies purchased by libraries) for the 2021 Online Storytime pilot program



As part of the 2021 Online Storytime
78
 libraries bought at total of
3,107
 copies of
334
 AUSTRALIAN picture book titles for their collections

Image shows the top 12 publishers books most purchased by participating libraries for Online Storytime 2021. Source: ALIA Library Quarterly Reports 2021



3c. IMPACT ON COMMUNITIES

KEY FINDINGS:

- COMMUNITIES were still able to access storytimes despite lockdowns
- COMMUNITIES maintained connection with library staff for kids in isolation
- COMMUNITIES provided good modelling for reading-aloud to pre-schoolers
- COMMUNITIES provided access for children (and their carers and/or families) who are deaf or hard of hearing, from LOTE or bilingual backgrounds, or living in regional and remote areas

STORYTIMES ACCESSIBLE DESPITE COVID

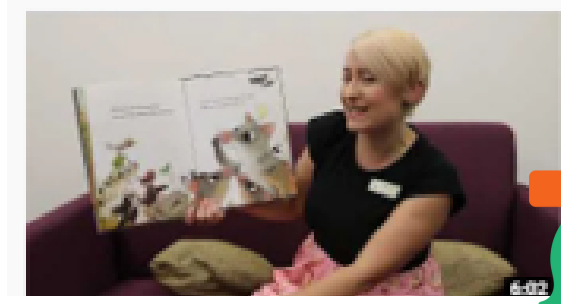
Communities continued accessing Storytimes during pandemic lockdowns

When it comes to the impact of the 2021 Online Storytime on local communities, the first key finding to note is that thanks to the pilot program, pre-school children and their families and other carers around Australia were still able to continue accessing free storytimes when their library doors closed due to the pandemic restrictions.

The 2021 quarterly reports show that 125 libraries (branches and services) produced 1,787 online storytimes as part of the pilot program, though it's almost impossible to give an accurate total for the audience they reached. Indeed the estimated figure of 'at least 161,265 views of 1787 clips' (or at least 5.4% of the regular pre-pandemic in-person storytime audience) quoted by ALIA in their Fourth Quarter Report for the 2021 Online Storytime pilot program includes a disclaimer that this 'total views' figure has a wide margin of error.

This total audience number is difficult to ascertain due to multiple factors such as:

- it was not mandatory for the libraries to report the number of views for their clips in their quarterly reports.
- some libraries only reported the number of views across some and not all of the platforms they used
- audience viewer numbers for each clip were generally entered by library staff at the point they submitted each quarterly report (rather than when the clip was taken down at the end of the licence period).
- some libraries reported the number of views on the same clip across two different quarters, meaning there is some double-up in the total figure because these double-ups have not been stripped out of the reporting.



Images: various screenshots of library staff presenting Online Storytimes.
Source: YouTube.

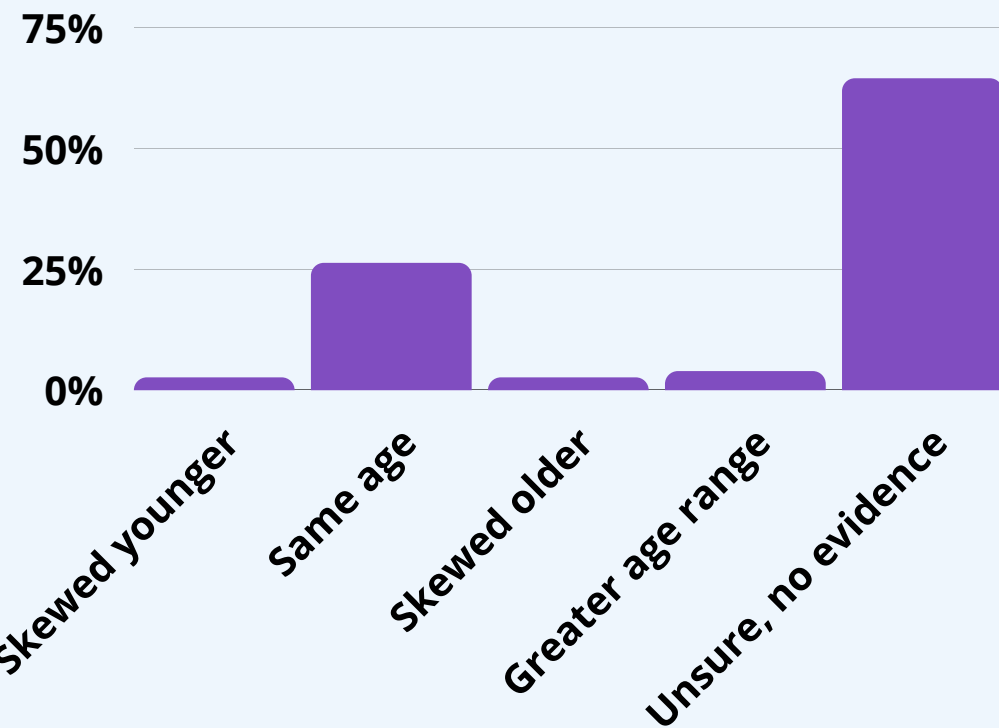


STORYTIMES ACCESSIBLE DESPITE COVID

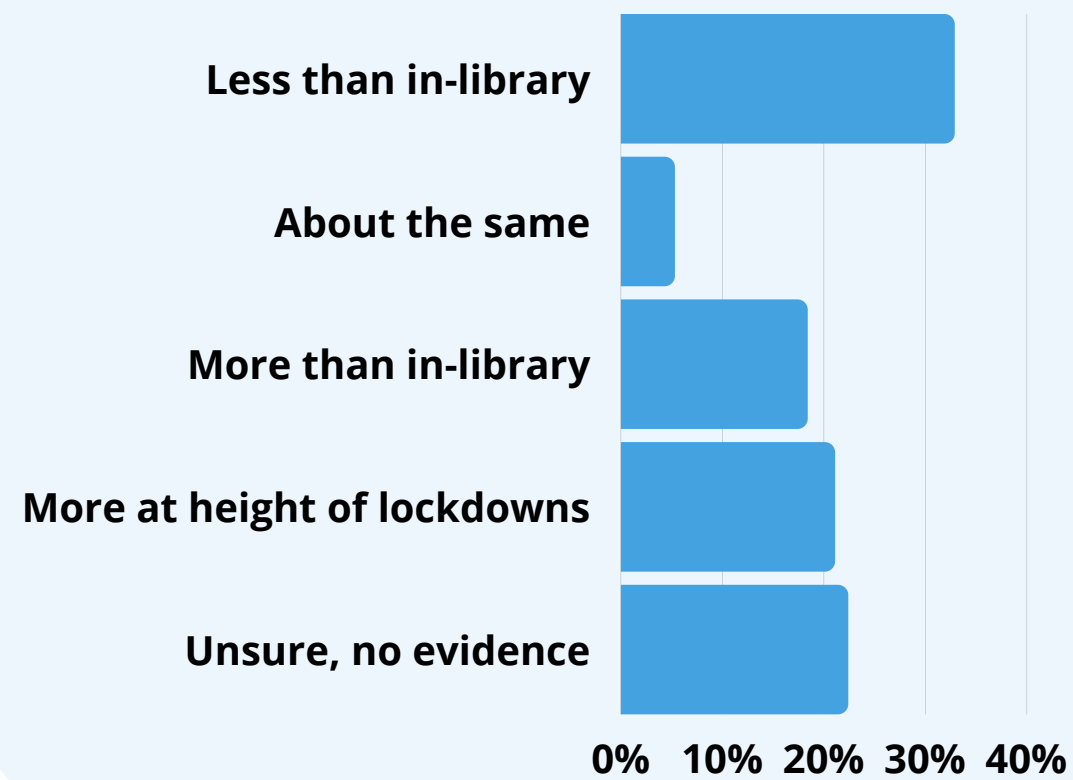
Successfully reaching the typical in-library Storytime target audience - and beyond...

While more than half (64.5%) of the surveyed library staff indicated they 'couldn't tell who was watching' their clips, over a third (32.9%) believed they had less viewers for their Online Storytimes than their in-library storytimes pre-Covid. A third (31.6%) of surveyed library staff believed their Online Storytime clips were watched by their target audience of pre-schoolers (kids aged 3-5 years-old) and about a quarter (26.3%) noted their online audience was the same age as their in-library Storytime audience. Almost 20% believed they had non-library members watching too.

Age of typical online storytime audience compared with in-library audience



Audience for online storytime compared with in-library audience



Non-Library members watching online storytimes



CONNECTING WITH KIDS IN AT HOME

Keeping pre-schoolers connected with books and library staff in lockdown

The second key finding regarding community impact is that the 2021 Online Storytime provided a meaningful opportunity for pre-schoolers and their families and carers who were used to attending in-person Storytimes at their local library to continue connecting with their local library staff.



Online Storytimes are all about local connection. Children generally don't mind about video quality, but they get very excited when they see people from their own world, especially their local library staff reading at the library, or doing something as simply marvellous as reading a book aloud on mum's phone or dad's laptop. - Viv Barton, Australian Public Library Alliance

Not only did the 2021 pilot program offer these children the stability of program continuity and the comfort of a familiar presenter - it also helped provide an important social connection for both kids and library staff. When asked to nominate (via free text response) the most rewarding aspect about Online Storytime pilot program, 50% of surveyed library staff mentioned the connection with their local community couched in terms of phrases such as: 'providing an avenue for the little ones in the community to see their 'friends' online'; 'loved connecting with families'; and 'seeing comments on our videos from our little library regulars who enjoyed watching from home'.

One regular gave us feedback about how thrilled her little girl was to see her favourite storytimer on TV during lockdown - and how she could play the videos over and over again - storytime never had to end! This led to a special birthday video from our storytimer to the little girl, with a song about blowing candles out on a cake. It was a wonderful moment of connection with a family in our community during a challenging time. - Glen Eira Libraries, Victoria



MODELLING READING-ALOUD FOR KIDS

Expert reading-aloud to pre-schoolers modelling

The third key finding on the community impact of Online Storytime is that the 2021 pilot program provided parents and other carers with good modelling for reading-aloud to little ones – including injecting expression into the voice, animation into the face, and making the experience of sitting down to listen to a book being read aloud marvellous fun.

Online Storytime builds on the premise that when it comes to helping kids discover the joy, pleasure and benefits of reading, it is the relationships between the reader, the audience and the book that matters most – even more than the book, or the presentation itself.

Australian public librarians and library staff already excel at good early literacy modelling, they know kids books inside out and they know how storytelling works. Best of all they are already embedded in the Australian psyche as our favourite next-of-kin storybook readers thanks to the long tradition of in-person Storytimes and Rhymetimes in public libraries.

The Online Storytime pilot program brings together the early literacy expertise and storytelling passion of public library staff, and with their new digital skills, enables them to show parents and other carers, by example, how to create enjoyable and entertaining read-aloud experiences for their little ones.



When we take the time to read aloud to the children in our lives, we bond closely with them in a secret society associated with the books we've shared. The fire of literacy is created by the emotional sparks that fly when a child, a book, and the person reading make contact. It isn't achieved by the book alone, nor by the child alone, nor by the adult who's reading aloud – it's the relationship winding among all three, bringing them together in easy harmony.

Reading Magic, How your child can learn to read before school — and other read-aloud miracles by

MEM FOX

internationally acclaimed, award-winning, and bestselling Australian picture book creator



INCREASED ACCESSIBILITY FOR STORYTIMES

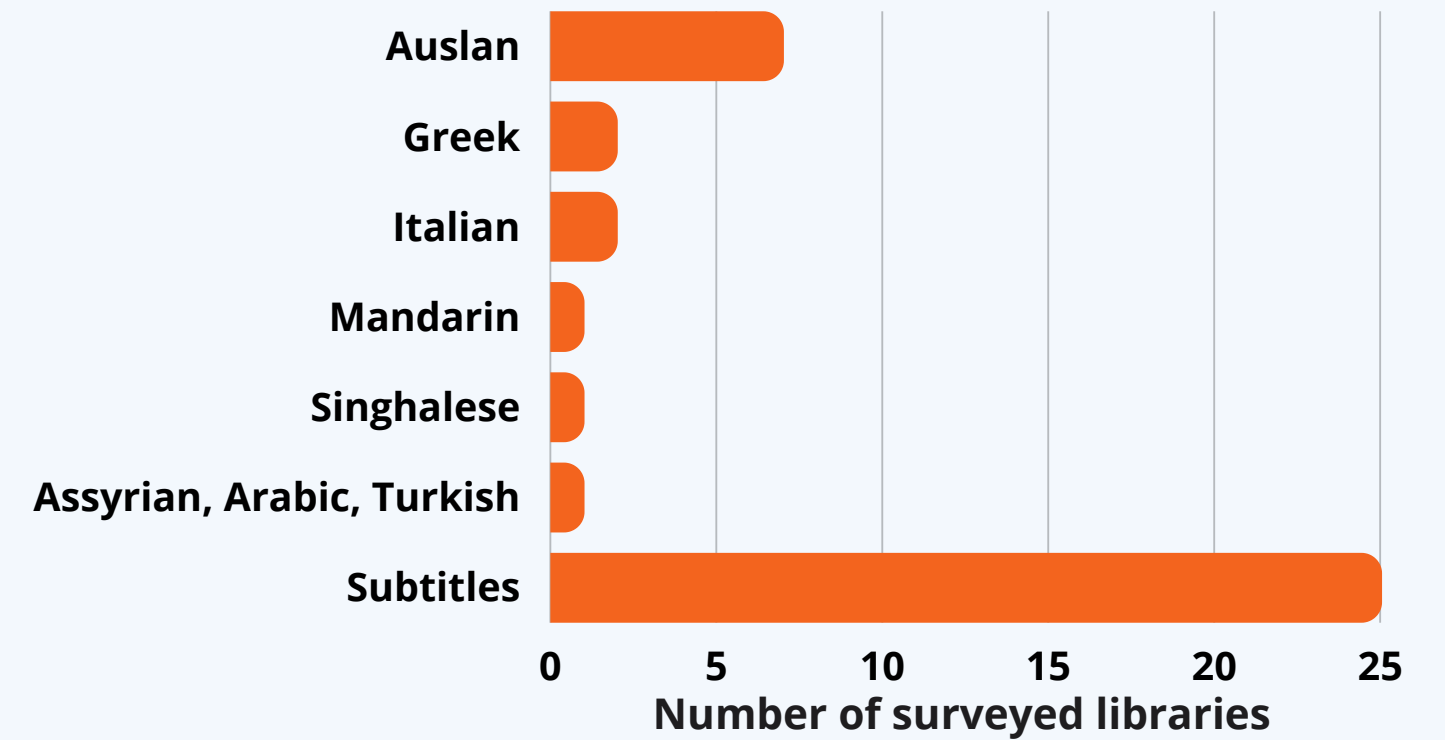
A variety of bilingual storytimes online

The fourth key finding regarding the community impact of the 2021 Online Storytime pilot program relates to the wide inclusivity and accessibility of Storytimes for pre-schoolers and their families and carers from Culturally and Linguistically Diverse (CALD) backgrounds.

Many participating libraries produced Online Storytimes in a language other than English. While the surveyed libraries mentioned Greek, Italian, Mandarin, Singhalese, Assyrian, Arabic and Turkish bilingual Online Storytimes, other languages that appeared in the 2021 Online Storytimes on YouTube include Marathi, Hindi, Punjabi and Czech.

Often these bilingual online storytimes included props, traditional songs and facilitated an inclusive cultural conversation between two presenters. Sometimes they were delivered as straight readings in a language other than English while the pages of the book were turned on camera.

Specialist Online Storytime sessions offered as part of 2021 pilot program by surveyed public libraries



Images: Screenshots of bilingual Online Storytimes, 2021. Source: YouTube

INCREASED ACCESSIBILITY FOR STORYTIMES

Storytimes for Deaf and Hard of Hearing Children

Almost 10% of surveyed public libraries used the pilot program to trial or extend their accessible storytime programs for children who are Deaf or Hard of Hearing (DHH). A few libraries had staff present using key signing words and some engaged professional Auslan presenters or interpreters. Some libraries presented Auslan Online Storytimes in association with partner services such as Deaf Connect (NSW) and Deaf Can Do (SA).



Image: Auslan and English Online Storytime, presented by Danni Wright for City of Sydney Library, featuring *Six Sleepy Mice* by Heidi Cooper-Smith, published by Little Pink Dog Books.



Deaf ownership and experience is so important. Our partnership with The City of Sydney for their Auslan and English Online Storytimes has facilitated fun storytimes delivered by professional Deaf presenters signing picture books, with interpreters delivering spoken English from the audience, or 'off-screen'.

There is not a lot that happens for pre-schoolers who are Deaf or Hard of Hearing beyond specialist playgroups. Having the Deaf Presenter at the centre of any Storytime program is essential for cultural integrity and inspiring role modelling for DHH kids.

During the pandemic families had to go online and we spread the word about the City of Sydney Online Storytimes through our Auslan in the Home program. We saw the audience grow bigger, our reach got bigger - including some regional and rural families.

It is fantastic in that Auslan becomes a family experience and a way for siblings and parents of children who are Deaf and Hard of Hearing to interact together over the books being signed.

- Genevieve Roberts, Coordinator, Family Engagement, Support Service, Deaf Connect



INCREASED ACCESSIBILITY FOR STORYTIMES

Auslan Online Storytimes helping families of Deaf and Hard of Hearing kids learn together



It is very important to have access to Auslan storytimes via public libraries. I searched for these resources a lot when I had a toddler. The pace of the storytelling is good for our level of Auslan knowledge. They are easily accessible and fun and we learnt many signs. It's great to have this digital content finally available for new families with deaf and hard of hearing children.

- Claire Reemst, parent user of City of Sydney's English & Auslan Online Storytime



Image: Screenshot of Auslan and English Online Storytime 2021. Source: YouTube

The Auslan Online Storytimes are so fantastic. It's hard to get little people to watch a whole story. If I'm doing an online story, often I'll choose a book with very few words and big pictures as the focus is on describing the pictures rather than translating the story. I think parents often feel so overwhelmed trying to translate a story into Auslan that the enjoyment of storytime is lost. I tell them to start by signing what the picture is, then go with the child - sign what they point to or look at. And choose books with pictures of kids or animals showing different emotions. These are good because we can emphasise different facial expressions. Kids love seeing other kids laughing or crying, and animals are fun to sign!

- Melina Williams, Teacher of the Deaf, NextSense School, Sign Bilingual Program



INCREASED ACCESSIBILITY FOR STORYTIMES

Potential opportunities for children living in remote & regional areas

In theory the 2021 Online Storytime pilot program enabled families to enjoy library storytimes without having to physically attend their local library, thus increasing the accessibility and inclusivity of this essential early literacy support program - especially for children and their families and carers for whom it may be impractical to attend in-person for geographic reasons especially in regional areas, or because their children don't cope well in the social setting of in-library storytime events with other kids and adults. However there is no hard data available to show this actually happened - and as Broken Hill City Council Library, one of the most regional of the participating library services, discovered, sometimes it just wasn't always practical to roll-out.



Broken Hill City Library is a remote public library with a membership of 6,500 (just over 35% of the local population) and a team of six library staff who provide library services throughout far west New South Wales, up to the Queensland border, and from the South Australian border over to Bourke and almost down to Mildura in Victoria. Thanks to funding from the State Library of NSW, we operate a free book borrowing outreach service, Outback Letterbox, covering 238 square kilometres for about 500 pastoralists or people in remote towns (some eight hours apart) to receive and return library items directly to and from their doors. But at the height of the pandemic we temporarily closed our doors; staff worked from home if they could, and our Outbox Letterbox just wasn't viable.

So we were excited by ALIA's Online Storytime pilot program. Previously we'd thought to try online storytime for all the kids on the outback stations but the time taken in trying to contact the publisher, get the permissions and author agreement, and then determine what the rights meant about how we could stream it, was so difficult we gave up. ALIA's Online Storytime offered us a platform to use because they have done all that work for us. In a small library like ours, we couldn't afford to do it on a regular basis, but we did plan to do it ad-hoc. The amount of time to record was minimal, but the editing took two days which we couldn't really afford. We did produce one Online Storytime, but we had to go via our local Council for approval. They also do all the social media but they didn't have time to post it, so it never went out. We applied for an ALIA grant, which has been just wonderful, to train staff to do this.

- Tracy Fraser, Broken Hill City Council Library Service (NSW)





3c. IMPACT ON PUBLISHERS

KEY FINDINGS

- PUBLISHERS increased exposure for their Australian picture books, and the talent of their local Australian authors and illustrators
- PUBLISHERS made some additional book sales via library purchases
- PUBLISHERS fostered goodwill with 50% of Australian public libraries

NEW EXPOSURE FOR AUS PICTURE BOOKS

Showcasing the work of Australian publishers

The first key finding in terms of impact on the participating publishers is that they gained extra exposure for 352 of their Australian picture books and the talent of 326 of their Australian authors and illustrators.

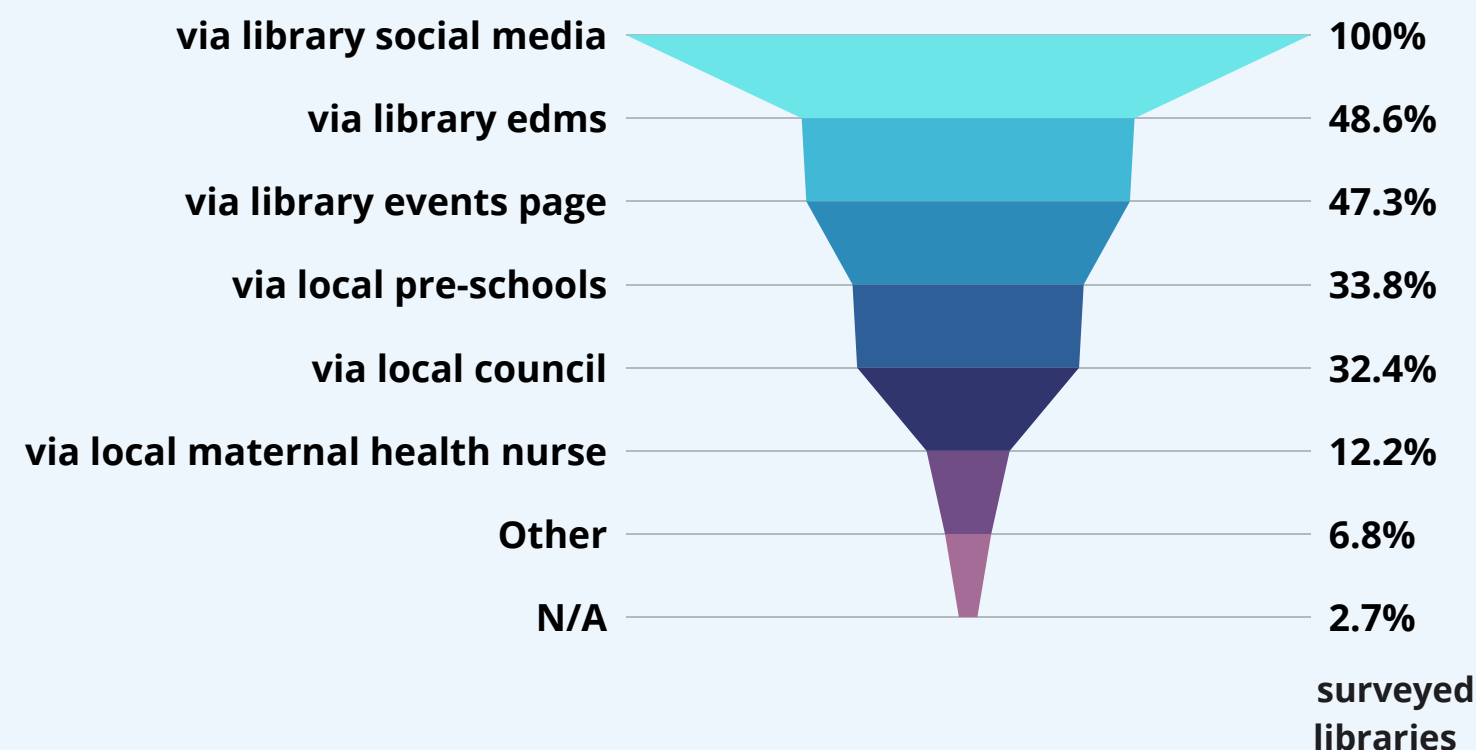
Marketing books directly to target audiences

The beauty of Online Storytime for publishers is that it places their Australian picture books directly in front of their target audience.

In the first instance the books were showcased to library staff (via ALIA's Online Storytime e-newsletters, website and social media), who in turn promoted the books via their Online Storytimes (both the marketing and the actual clips) directly to interested parents, educators, and carers of children the perfect age for these titles.

The vast majority (97.4%) of surveyed libraries promoted their Online Storytimes featuring Australian picture books via social media. Over 40% of surveyed libraries used their e-newsletters, over 40% used the events page on their websites, more than 30% promoted via local childcare centres and more than 30% promoted via their local maternal healthcare centres.

How public libraries promoted Australian picture books via Online Storytime pilot program in 2021



Plus amplification across ALIA's own channels

In 2021 ALIA promoted the Online Storytime pilot program - including both the books listed and the clips broadcast, and also shared posts by participating libraries to more than 55K followers across their Facebook (18,810), Twitter (11,700), Instagram (2,362), LinkedIn (7,936) platforms and via the ALIA Weekly newsletter (14,883).

LOCAL PUBLISHER IMPACT VARIED

Supported by 50 Australian publishers

The 2021 Online Storytime pilot program wrapped with a total of 50 Australian publishers signing agreements for their titles to be included.

The pool of participating Australian publishing companies included the local arms of international publishers (such as Hachette Australia and Thames & Hudson), university presses (such as University of Queensland Press), library presses (such as National Library of Australia and State Library of Queensland), larger independent publishers (such as Allen & Unwin), small local publishing houses and self-publishing authors.



Impact varied for each participating publisher

The impact on each of publisher involved varied depending how many titles they submitted, and the conversion rate of these titles – that is the number of times each title was broadcast as an Online Storytime.

Almost half (44%) of the participating publishers only submitted a single title. The most titles submitted by one publisher was 35 (Larrikin Press).

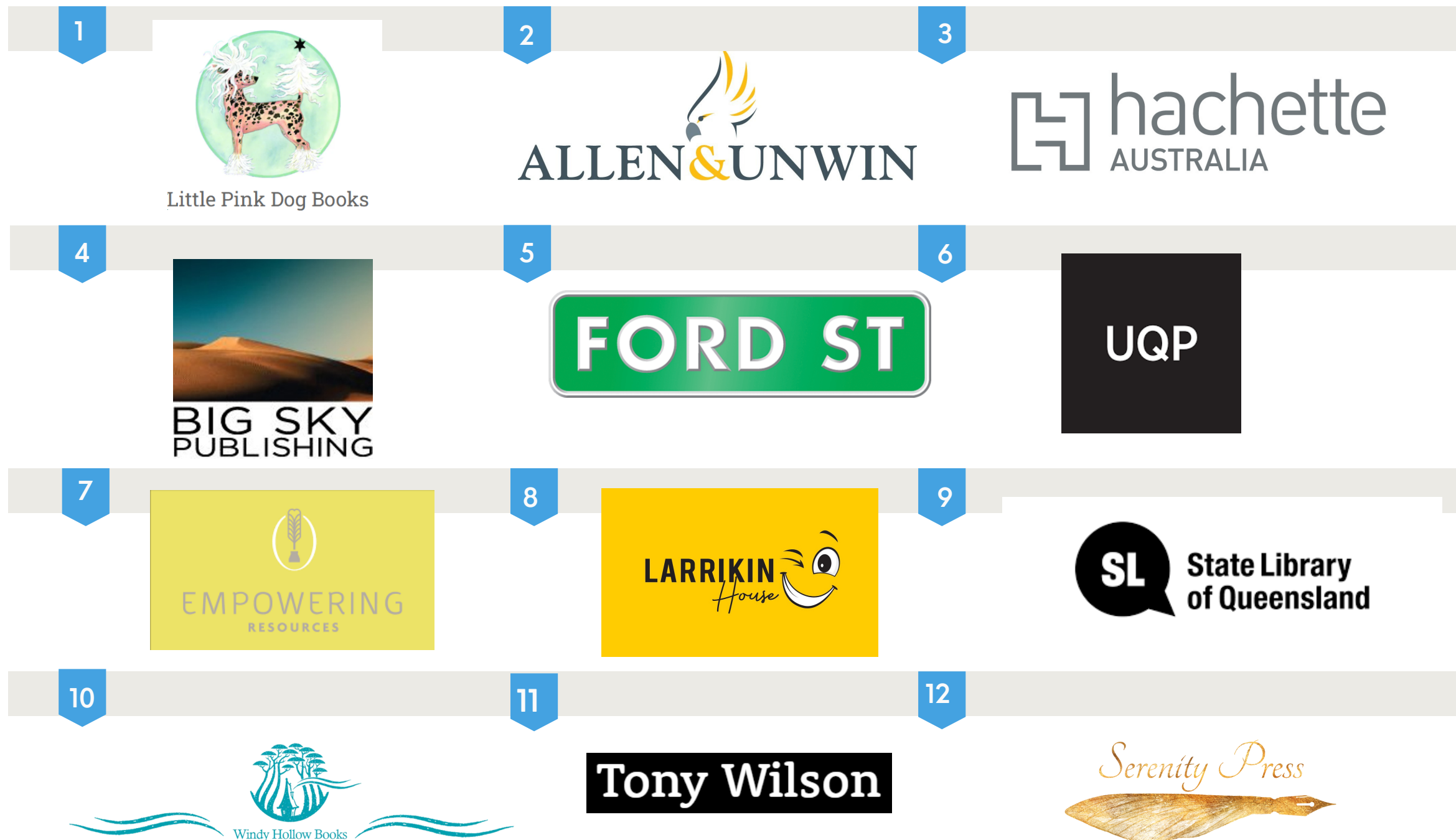
Ten percent of publishers (Big Sky, Ford Street Publishing, Empowering Resources, Little Pink Dog Books and Allen & Unwin) submitted 20-25 titles each; with 16% submitting between 10-19 titles each, and over a quarter (26%) submitting 2-9 titles.

The majority (92%) of Online Storytime clips came from less than a quarter (24%) of the participating publishers. And indeed only a handful of publishers had a significant number of clips produced:

- 15 publishers (30%) had no clips made of their listed titles
- 18 publishers (36%) had between 1-10 clips made
- 11 publishers (22%) had between 11-60 clips made
- 0 publishers (0%) had between 61-130 clips made
- 4 publishers (8%) had between 131-300 clips produced
- 2 publishers (4%) had between 301-400 clips produced

NEW EXPOSURE FOR AUS PICTURE BOOKS

The Top 12 publishers whose picture books were most recorded as Online Storytimes in the 2021 pilot

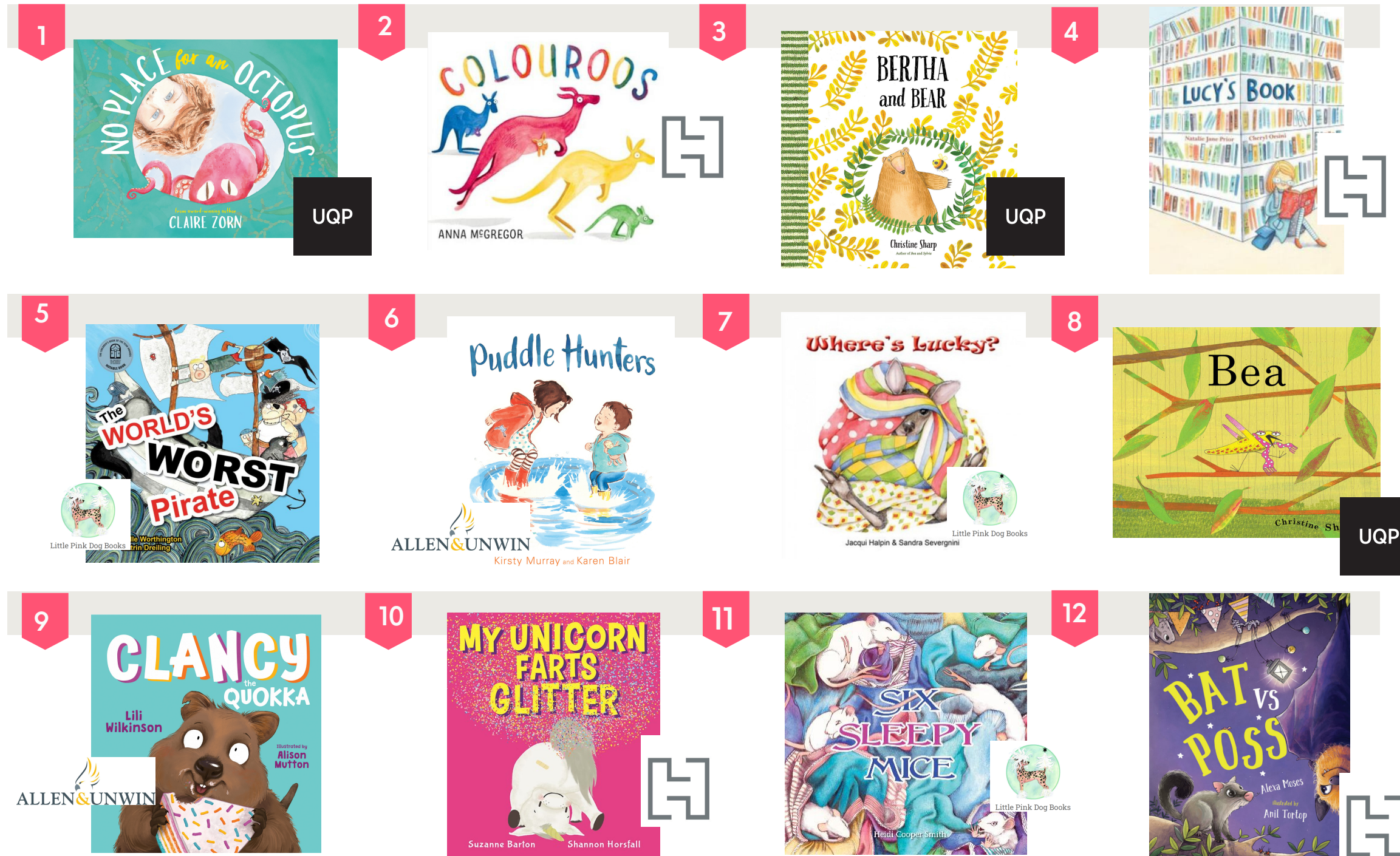


The Top 12
 (most books recorded)
publishers
 had a total of
207
 titles used to create
1,644
 Online Storytimes
 accounting for
92%
 of the pilot program

Image shows the of top 12 publishers whose titles were most recorded by libraries during the 2021 Online Storytime pilot program. Source: ALIA Fee Distribution Notification

NEW EXPOSURE FOR AUS PICTURE BOOKS

The Top 12 Australian picture books most recorded as Online Storytimes in the 2021 pilot program



The Top 12
most recorded
titles
came from the same
4
publishers
and were each recorded
at least
31
times for a combined
total of
478
Online Storytimes

Image shows the of top 12 titles most recorded by libraries during the 2021 Online Storytime pilot program. Source: ALIA Fee Distribution Notification

NEW EXPOSURE FOR AUS PICTURE BOOKS

A win for small local Australian publishers

The smaller local publishers, making up 86% of the total pool of Australian publishers who participated in the 2021 Online Storytime pilot program, especially benefitted in terms of raising the profile of their publishing lists, having their titles purchased by libraries for their collections, securing new Online Storytime licence fee payments and Public Lending Rights (PLR) payments for their authors and illustrators, as well as creating awareness of the talent of their book creators.

Participating Australian publishers with 12+ titles listed



Small publishers are keen, agile and enthusiastic and their titles are always turning up in awards and book review pages, but they often struggle to get wide representation in terms of distribution to the trade and public libraries.

ALIA's Online Storytime pilot program has been a win for the small publishers. *It's particularly pleasing for our members in terms of increasing Public Lending Rights earnings for their authors, getting their books into libraries and out to readers who can't access a library in-person.*

It's a great example of how our network of small publishers really maximise opportunities to showcase local Australian talent, support early literacy initiatives and help foster a new generation of book readers.

- Tim Coronel, General Manager, Small Press Network



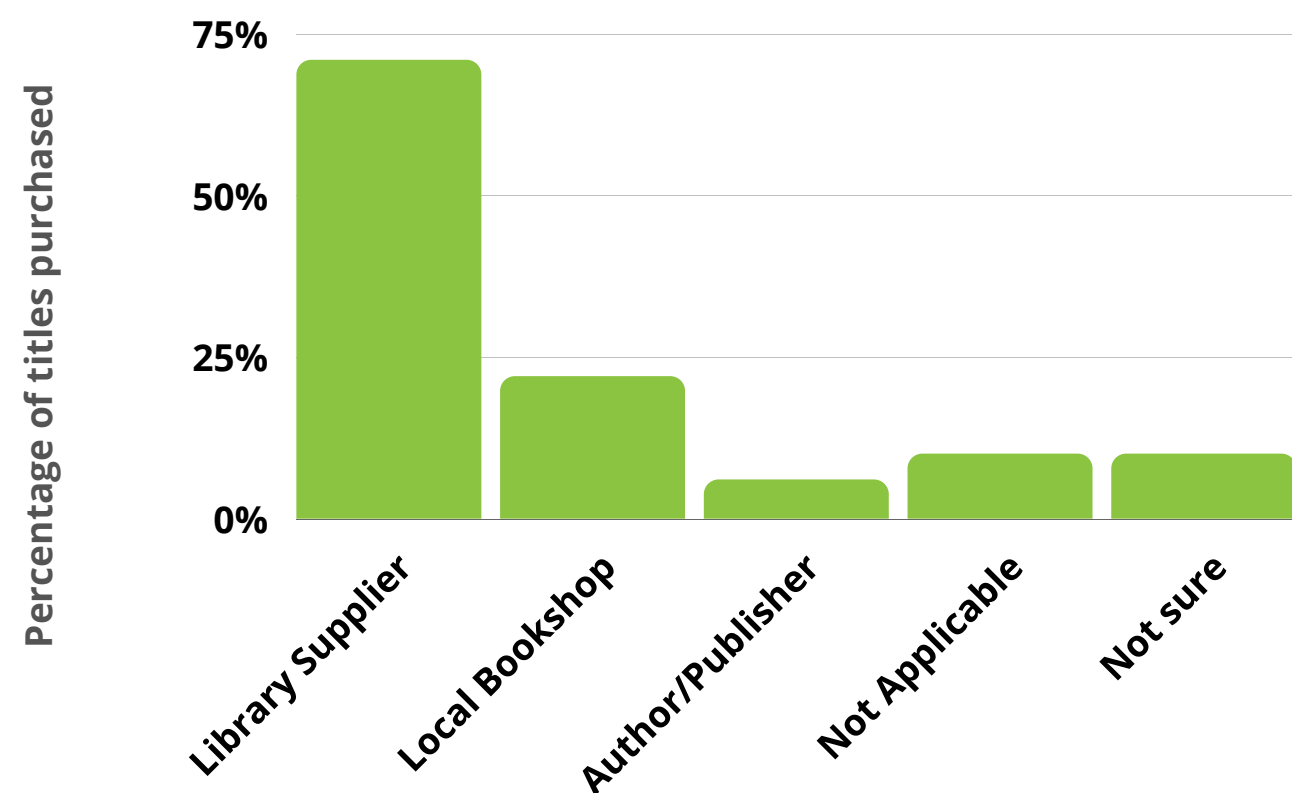
NEW SALES OF AUS PICTURE BOOKS

Online Storytime led to additional book sales

The second key finding in terms of impact on the participating publishers is that they gained 3,664 additional sales of their Australian picture books to public library branches and services.

Almost all titles purchased by libraries

Of the 352 titles listed, 334 (94%) were bought at least once by one of the participating libraries - usually from their usual library supplier. On purchase these titles were reviewed for potential inclusion in library collections, and/or to be used for Online Storytimes.



Number of copies purchased varied per title

The number of copies of a singular title purchased by the libraries ranged from none at all through to 49 (*Sandcastles* by Phillip Bunting).

The bulk (2,934 or 80%) of Online Storytime books purchased by libraries came from 12 of the 50 (24%) participating publishers:

- 4 publishers (8%) sold 251-452 copies of their titles
- 8 publishers (16%) sold 101-250 copies of their titles
- 6 publishers (12%) sold 51-100 copies of their titles
- 13 publishers (26%) sold 11-50 copies of their titles
- 15 publishers (30%) sold 1-10 copies of their titles
- 4 publishers (8%) sold no copies of any of their titles

A note on copies purchased by libraries

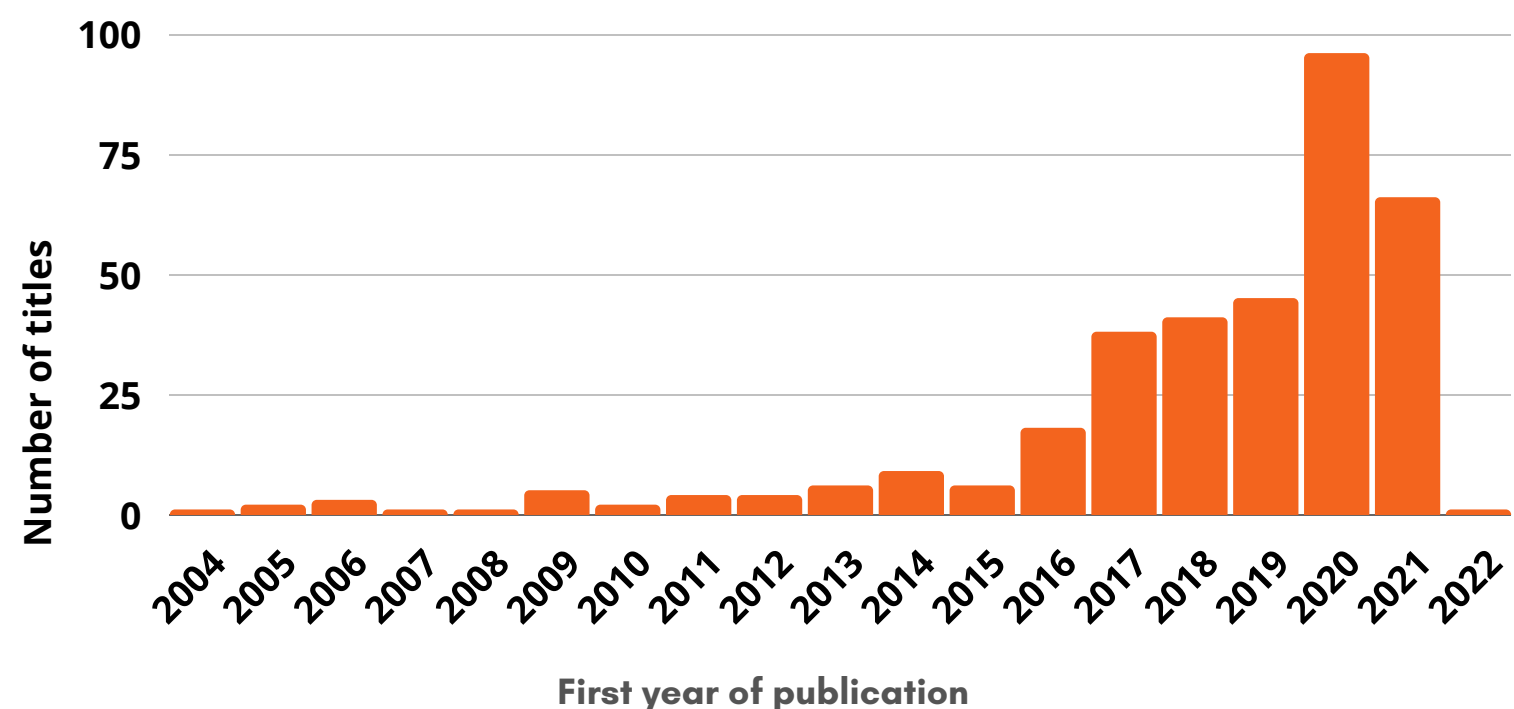
Not every title purchased by participating libraries was produced as an Online Storytime, and vice versa. In the Online Storytime Feedback Survey library staff explained this was usually because a) in some instances they already had copies of the books in their collections, and b) some of the books they bought they subsequently deemed not suitable for use in their Online Storytimes.

NEW EXPOSURE FOR AUS PICTURE BOOKS

Breathing new life into backlist titles

The 2021 Online Storytime pilot program provided publishers with an opportunity to promote their backlist titles beyond any initial marketing and publicity opportunities that may've been scheduled when these books were initially published. ('Backlist' is a publishing term referring to titles that have generally been available for more than a year.)

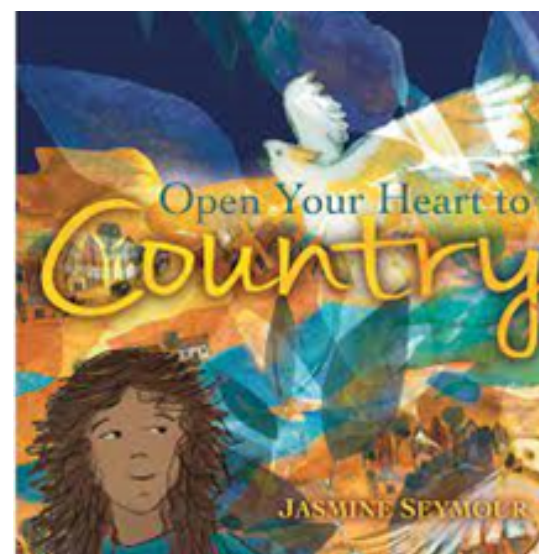
The 2021 Online Storytime booklist was predominantly made-up of backlist titles, with the majority published between 2017 and 2020, the earliest titles first published back in 1998 and the most recent in February 2022 (which was supplied ahead of publication).



Addressing low First Nations representation

ALIA's Online Storytime team have been conscious of the small number of picture books created by Aboriginal or Torres Strait Islander authors and illustrators on the 2021 Online Storytime booklist, and believe in the critical importance of representation of diverse voices, faces and narratives in literature. Thanks to the assistance of the RISE Fund grant, ALIA have partnered with Magabala Books to support the publication of two Indigenous-created picture books in 2022 to be included in the ongoing Online Storytime program.

Magabala Books is Australia's leading Indigenous publisher. It is based in Broome, WA and is Indigenous owned and led.

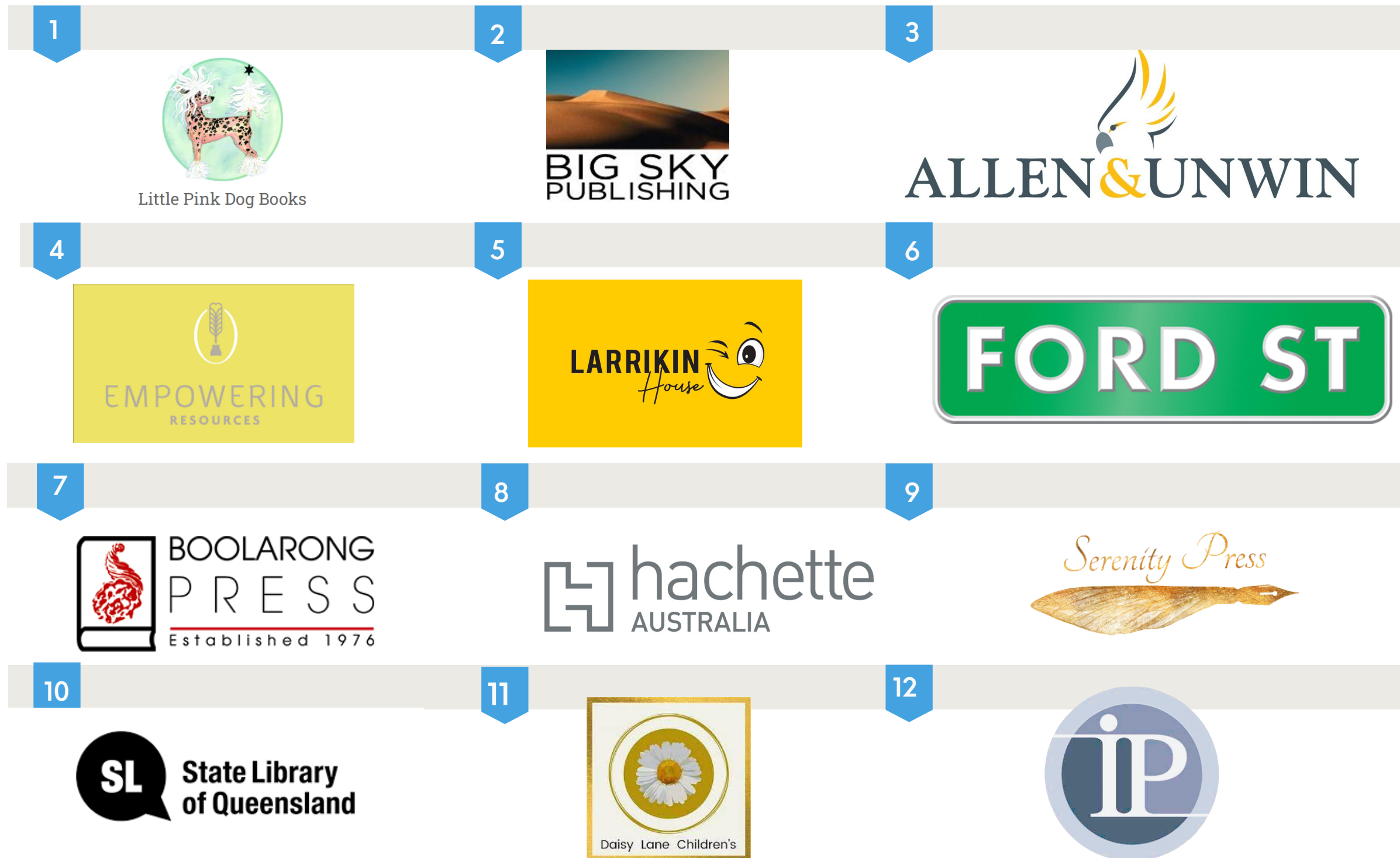


The first work to be published as part of this partnership (1 June 2022) is *Open Your Heart to Country*, written and illustrated by Jasmine Seymour, and told in both Dharug and English.

The second Magabala-ALIA picture book will be published in September 2022.

NEW SALES OF AUS PICTURE BOOKS

The top 12 publishers whose books were most purchased by public libraries for 2021 Online Storytimes



The Top 12 publishers

(with most books purchased) sold

2,834

copies of

216

titles by

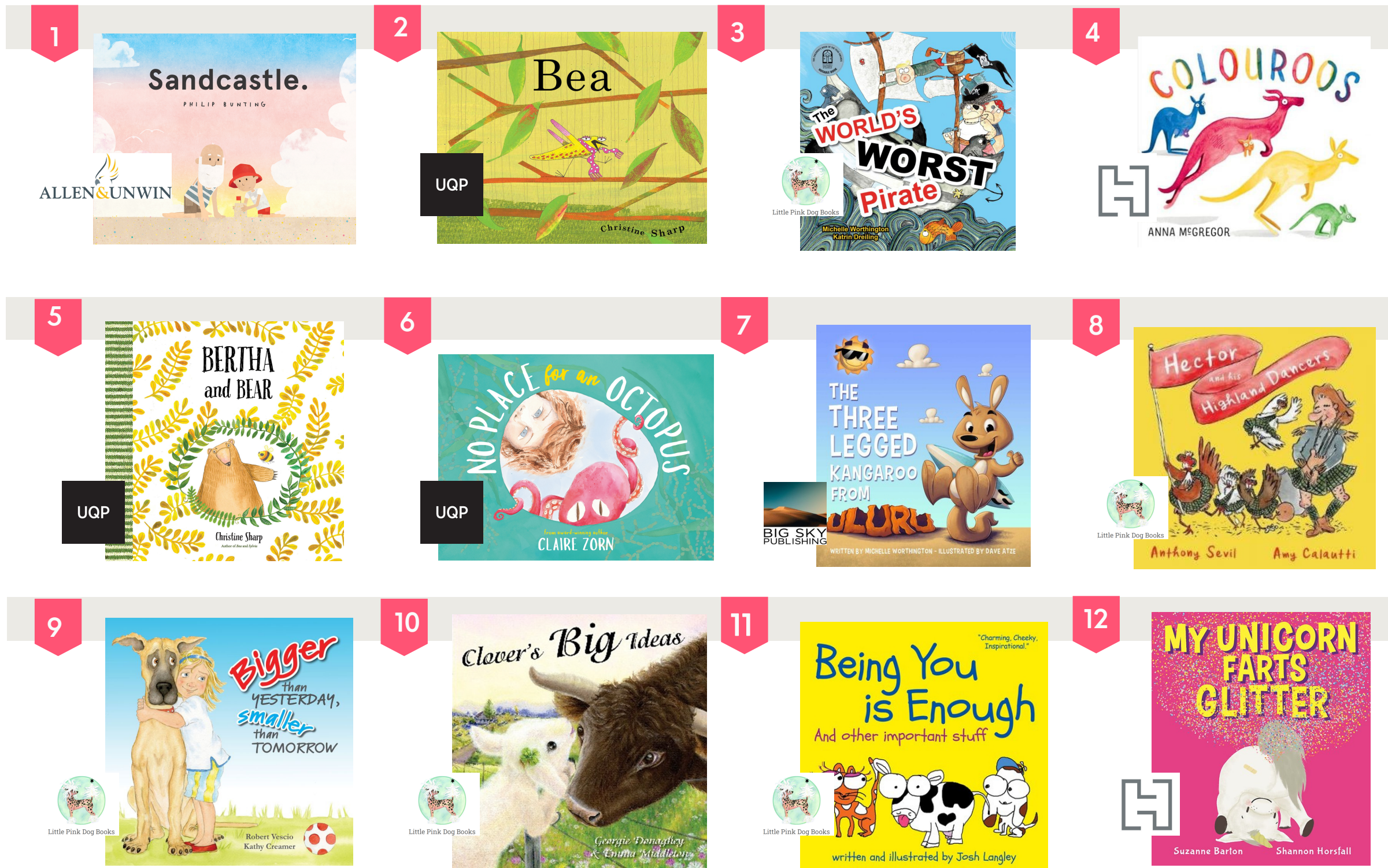
330

authors & illustrators to public libraries for Online Storytime

Image shows the of top 12 publishers whose books were most purchased by participating libraries for Online Storytime 2021. Source: ALIA Library Quarterly Reports 2021

NEW SALES OF AUS PICTURE BOOKS

The top 12 books most purchased by public libraries as part of the 2021 Online Storytime pilot program



The Top 12 most purchased titles

came from the same

5

publishers reaching a combined total of

392

copies sold and

341

Online Storytimes broadcast in 2021

Image shows the top 12 publishers books most purchased by participating libraries for Online Storytime 2021. Source: ALIA Library Quarterly Reports 2021

PROTECTING PUBLISHER RIGHTS

Accessible within Australia only

ALIA endorses the protection of publishers territorial rights to protect the sale (existing or potential) of international and other local rights for their titles listed as part Online Storytime titles, and help minimise the potential risk of copy-cat readings without correct rights clearances. To this end, as part of the onboarding process for the pilot program, ALIA supplied subscribing public libraries with guidelines for limiting the audience of their clips to Australian viewers only across Facebook, YouTube and Vimeo.

The overwhelming majority (92.1%) of surveyed library staff indicated they are happy for Online Storytime to remain limited to Australian audiences. A tiny (3%) percentage of surveyed library staff called for global access, and another (3%) percentage were unsure.

A majority (88.9%) of participating publishing staff would prefer the audience to stay limited to Australia; a few (5.6%) would prefer global access and another few (5%) would prefer even tighter access - restricting clips to participating library members only.

The non-participating publishers interviewed stipulated the audience must be limited to Australia before they would consider licensing any of their titles for Online Storytimes in the future.

For a limited 6 month period

ALIA relies on the due diligence of participating library staff to adhere to the terms of the licence agreements. On occasion when breaches were discovered (on an ad-hoc basis) the libraries were always apologetic and immediately complied with requests by ALIA to take down the non-conforming clips.

All discovered breaches were inadvertent. Most related to the clips exceeding the 6 month licence period, generally due to staffing changes, lack of automatic expiry or calendar reminders being set, and a reliance on an external team (such as local Councils) to action. A handful of breaches included unlicensed animations of illustrations - something which is not granted in the terms of the licence.

Interestingly over half (59.2%) of the surveyed library staff would like an option to include special effects, such as animating illustrations, as part of the licence agreements; and almost half (48.7%) would like an option to extend or renew a particular clip after the initial period.

Of the participating publishers surveyed a majority (72.2%) would be in favour of an option to include special effects; and almost all (94.4%) favour an option to extend the licence for an extra renewal fee after the initial Agreement period ends.



AND GOODWILL WITH PUBLIC LIBRARIES

Positive sentiment for participating publishers

The third key finding in terms of impact on the participating publishers is that their involvement in the pilot program has generated goodwill and positive sentiment with the participating library staff - from across almost 50% of Australian public libraries. This goodwill extends from their appreciation for the licence granted and for the range of titles included and is captured in such free text responses from the surveyed library staff such as:

- 'love to see so many independent and small publishers on the list'
- 'so many great books that especially come from powerhouse publishers such as Allen & Unwin and Magabala Books'

Helping publishers make positive social impact

For participating publishers their involvement in the Online Storytime pilot program has also been an opportunity to support a literacy program with positive social impact. According to the Online Storytime Evaluation Publisher Feedback Survey, 2021, almost all (95%) of the surveyed publishers rate 'having titles available in public libraries very important, followed by 90% agreeing that 'connecting vulnerable communities with books' and 'increasing accessibility of early literacy initiatives' is equally very important to their business.

Surveyed Publishers rate the importance of various social impact for their business during 2021:





3d. IMPACT ON BOOK CREATORS

KEY FINDINGS

- BOOK CREATORS could potentially earn new income via licence agreement fees, royalties from book sales and Public Lending Rights payments on new library holdings
- BOOK CREATORS could potentially receive direct payments for work used in Online Storytime marketing collateral, the website, webinars, and commissioned titles
- BOOK CREATORS could potentially increase exposure for their titles to library staff and to their core audience (families and carers of pre-schoolers)

NEW REVENUE FOR AUTHORS & ILLUSTRATORS

Generated multiple new income streams

The first key finding to note about the impact on Australian authors and illustrators is that the 2021 Online Storytime pilot program generated potential new income streams via licence agreement fees, royalties from booksales and Public Lending Rights payments on library holdings.

Online Storytime Licence Agreement Fees

According to the Online Storytime Fee Distribution Notifications, ALIA paid \$80,000 to 35 Australian publishers (including self-published authors) for payment to their authors and illustrators whose works were broadcast as part of the 2021 Online Storytimes.

The fee paid by each publisher to each of the authors and illustrators varies in accordance with rates for the subsidiary rights granted in their publishing contracts with each of these book creators, and would generally be paid as part of their usual Royalties payment cycle which typically occurs once or twice a year.

Royalties from Booksales

Some authors and illustrators may also receive royalties (typically 10-12% of the \$RRP), depending on their publishing contracts and advance already paid, for their books purchased by libraries for their collections.

Public Lending Rights (PLR)

Some authors and illustrators may also be entitled to receive Public Lending Rights (PLR) payments on the additional books public libraries now hold in their collections. PLR payments are based on the number of copies held in public lending libraries, the proportion of royalties received, and applicable rates for PLR payments.

<https://www.arts.gov.au/funding-and-support/lending-rights>



Image: child standing between library shelves of picture books. Source: Canva.

NEW REVENUE FOR AUTHORS & ILLUSTRATORS

More than half of all authors and illustrators had at least one of their titles recorded at least once

The majority (60%) of book creators (authors and illustrators) with titles on the book list had at least one of their titles broadcast, at least, once as an Online Storytime during the 2021 pilot program meaning they were entitled to receive remuneration as per the licence fee agreement between ALIA and their publishers - pending the terms of their own publishing contracts.

Almost a quarter (24%) of these book creators had at least one title recorded more than 10 times, and around 40% of all authors and illustrators did not have any of their titles recorded at all.

\$80K paid as licence fees for books by 181 creators

According to the 2021 Fee Distribution Notification calculations, ALIA paid a total of \$80,000 (raised from the subscription fees paid by the libraries) to 35 participating publishers for the 216 titles by 181 individual Australian authors and illustrators which were broadcast a total of 1,787 times as Online Storytimes between January to December 2021.



Image: screenshots from YouTube of public librarians reading Australian picture books aloud for the 2021 Online Storytime pilot. Source (clockwise from top left): Bayside (VIC), Salisbury (SA), Whitehorse Manningham (VIC), Canada Bay (NSW).

DIRECT WORK FOR AUTHORS & ILLUSTRATORS

Provided new work for Australian book creators

The second key finding to note about the impact on Australian authors and illustrators is that the Online Storytime pilot program generated new paid work fees for Australian authors and illustrators specially commissioned by ALIA to help produce new creative content.

This new content included:

- two new picture books by First Nations authors and illustrators to be published by Magabala Books in 2022
- artwork used across the Online Storytime website
- artwork used in marketing collateral (such as bookmarks, posters)
- appearance fees for webinar presentations

As part of the 2021 Online Storytime pilot program six Australian authors and illustrators were paid for their work in creating this new content with monies specifically allocated for this purpose from the RISE fund (with \$80,000 going towards the production of the two Indigenous created picture books and \$8,000 towards the illustrations for marketing materials), and also from the Australia Council grant (\$6,000 going towards fees for illustrations on the Online Storytime website as well as various webinar presentations).



Images: (clockwise from top) detail from illustration by Karen Blair used on the Online Storytime website, Adrian Beck, guest presenter for an Online Storytime webinar, and detail from illustrations for the new book, *Open Your Heart to Country* by Jane Seymour.

SHOWCASING OUR AUTHORS & ILLUSTRATORS

Zooming in to showcase local talent

The third key finding to note about the impact on Australian authors and illustrators whose titles were listed, is that the 2021 Online Storytime pilot increased exposure for their titles to library staff and to their core audience of families and carers of pre-schoolers.

For the most part Online Storytimes produced for the 2021 pilot program featured the picture books held up to camera by the presenter as per the convention of an in-person storytime session. Some libraries used different camera angles; shooting from overhead and/or zooming in to showcase the illustrations in more detail. Other libraries showcased illustrations by adding them as overlay during post-production - including replicating the pages digitally.

How libraries typically showcased the books

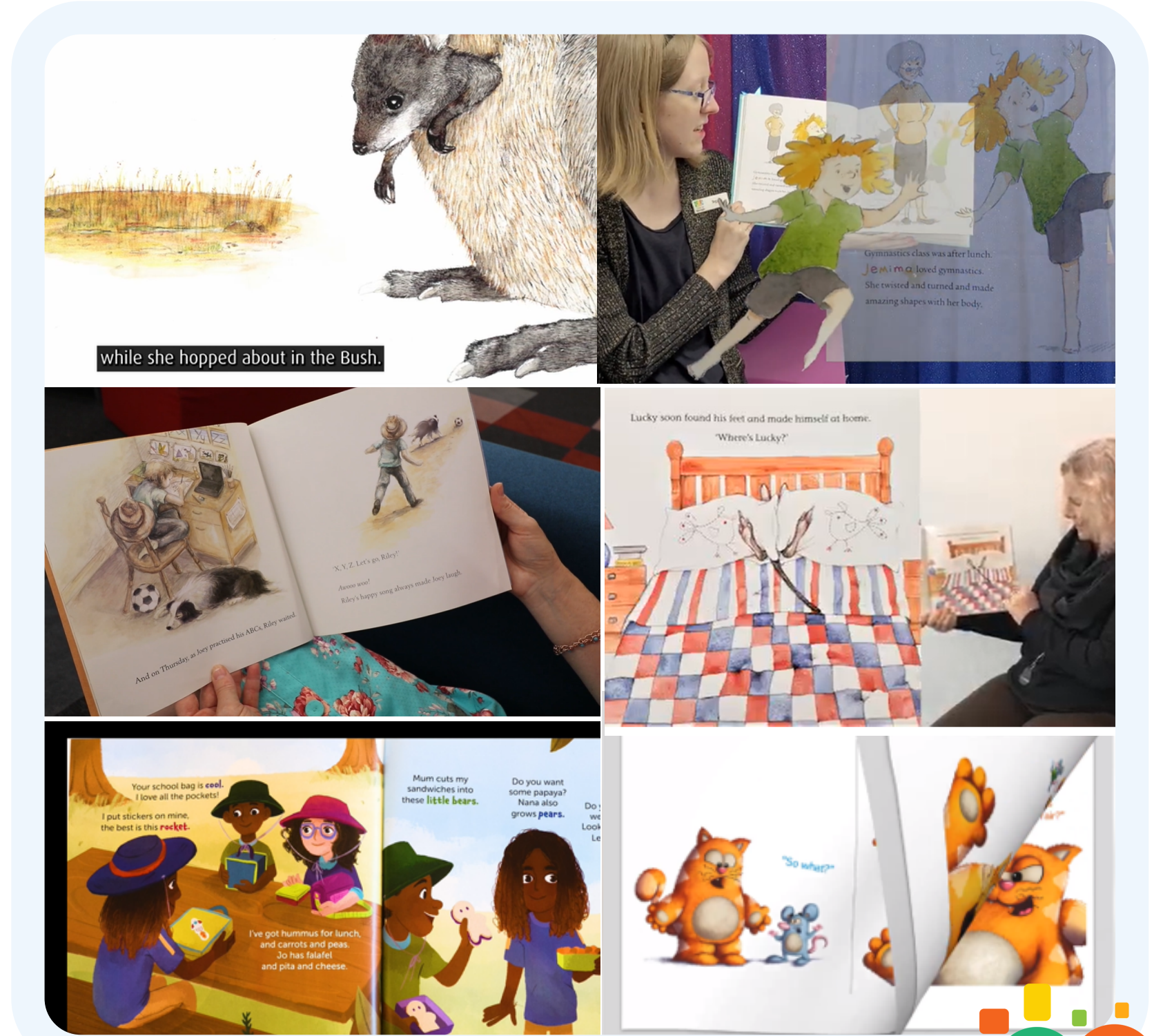
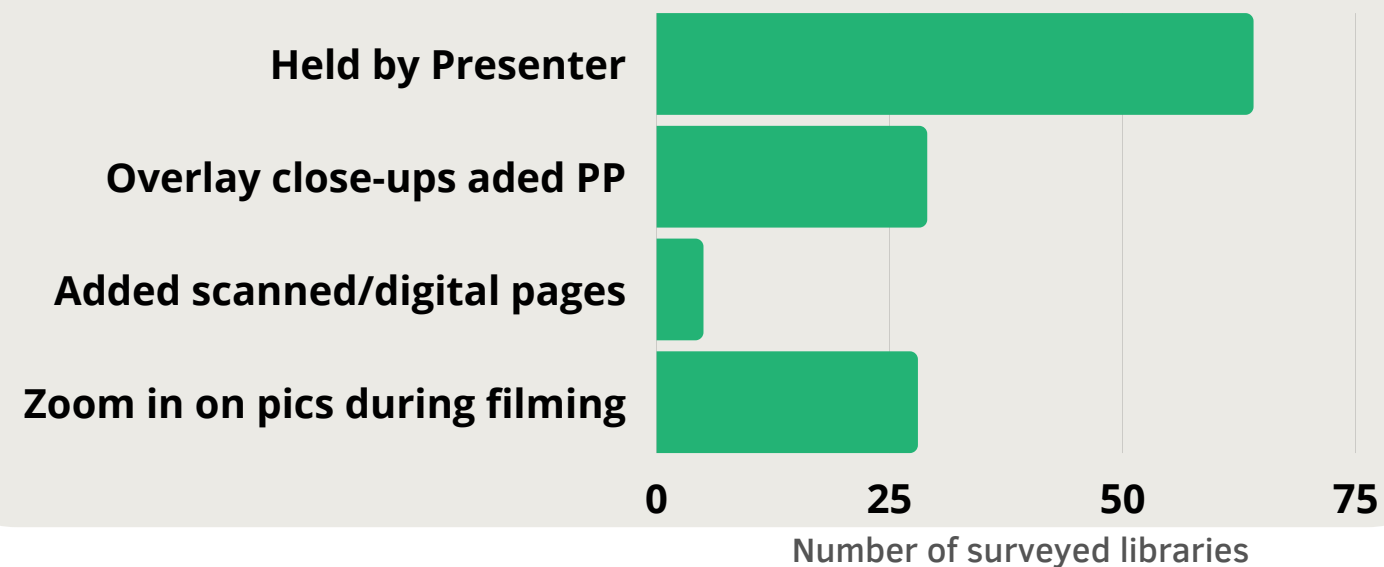


Image shows screenshots demonstrating how work of authors and illustrators was typically showcased throughout Online Storytimes in 2021.

VARIED IMPACT ON AUTHORS & ILLUSTRATORS

Jane Godwin



Jane is a highly acclaimed, award-winning, internationally published Australian author of over thirty books for children, across all styles and ages. Her book *Birthday Baby*, co-written with Davina Bell and illustrated by Freya Blackwood (Allen & Unwin, 2018), was featured in the 2021 Online Storytime pilot.

Online Storytime book creators share their experience of the 2021 pilot program

While the general impact of the Online Storytime pilot program on Australian authors and illustrators was positive in terms of generating potential new income streams and wide exposure for their titles that were included on the booklist and made into Online Storytimes, the individual impact varied – as can be read in the following interview excerpts with Jane Godwin, Tony Wilson, Michelle Worthington and Kirsty Murray.

It's really important for me that my books are available in libraries, particularly public libraries, and I'm thinking especially about people and families who can't afford to go to their independent bookshop and buy new books regularly – or often at all, for their kids. I'm a huge supporter of libraries. In terms of last year and the ongoing lockdowns, everyone was really struggling and, for the kids at home, to have access to books being read online was so important.

ALIA's Online Storytime is about promoting reading and a sense of community, and maybe in just the same way that school and work and everything has changed with Covid maybe there is a way we can keep the best of both worlds. Hopefully kids will go back into libraries and do in real life storytimes again, but if they don't or are not able to for whatever reason, maybe Online Storytime will continue to bring the joy of books into their homes.

If ALIA can convince publishers and agents that the licensing agreement is watertight, and can guarantee a minimal number of books purchased by the libraries, then I don't see why authors wouldn't support it. Some some authors might say it stops some people from purchasing the book, but then there's that whole argument that if someone watches a recording of a book they actually go and buy the hardback book if they can, because they love it and want to share it with their kids or want to have it in their homes – I know I do that! If I see or hear a recording of a book I love, I'll often go buy the book.

While I don't think the recordings of my book will have made a LOT of difference to the sales, I also don't know how much it sabotages sales.... especially for older titles that have not been particularly huge bestsellers.

VARIED IMPACT ON AUTHORS & ILLUSTRATORS

Tony Wilson



Tony is a writer, broadcaster, speaker, and much-loved author of more than 20 popular books for children and adults. Tony had six titles listed in the 2021 Online Storytime pilot including *Red Ned* (Lake Press, 2018) and *The Princess and the Frozen Packet of Peas*, *Grannysaurus Rex*, *Thirsty Flowers* and *Harry Highpants* (available via Greenlight Books).



ALIA's Online Storytime is a brilliant idea. For an author it costs nothing, supports public libraries, and gets your books out there. I've told every author I know about it. Every author should be urging their publisher to do it...

ALIA are an excellent organisation and show the sort of initiative and forward-thinking that the publishing industry needs. I have a real fondness for libraries, and for librarians, and I give ALIA credit for a lot of what happened with my two most successful books. It's interesting that a library association can be so ahead of the game - they are maximising the possibility of titles, especially older titles, to have a life. My thinking is the more presence the better, especially for these titles that effectively no longer exist in bookshops, and the more kids these books can reach, the better.

It's massively important to me to have my books available in public libraries. I really see it as an egalitarian thing that Australia has strong libraries that have a great selection of books, then it includes a whole lot of kids and adults, from every socio-economic group. I absolutely want my books in libraries and that's just a philosophical thing. To other authors I say, this is a really great chance to get our books out to kids of all abilities, all socio-economic backgrounds. Libraries have a democratic nature to them and this is a chance for our books to be widely shared and enjoyed.

If you look at the finances of it, I make more money from ELR and PLR than royalties, especially after the first year of a book. There's so little money in book publishing, it's such a ridiculously poorly paid industry; when you're getting 30 cents a book, and a bestseller is 5,000 - 10,000 copies, we're talking about - not even, the value of one speech for a corporate, over the whole life of the book. There's no doubt the ALIA fee is considerably more than the royalties I would be receiving for those books. I was really surprised at how well ALIA was paying. I'd have to sell 150 copies of a book, to receive what I have for one library read (and publishers) could be seeing this as an opportunity to raise awareness of older titles, and for authors to enjoy a rare earning opportunity.

Reading to kids in a library setting surely only ever increases sales, not decreases them. I can see the value in having the local librarian doing the online reading and often they're really good... ALIA's Online Storytime is not going to stop anyone buying your book. I'd expect a kid who loves a book after watching it read aloud and having a good laugh with their librarian is not going to have their full and only engagement with that book via the one grainy video on repeat. Isn't it much more likely they will a> borrow it from the library, and b> if they can, buy it from a bookstore?

VARIED IMPACT ON AUTHORS & ILLUSTRATORS

Michelle Worthington



Michelle is an international multi-award-winning author, screenwriter and business woman. Six of her picture book titles featured in ALIA's Online Storytime pilot including *The World's Worst Pirate*, and *Johnny's Beard*, (Little Pink Dog Books, 2017 & 2018), and *The Three Legged Kangaroo from Uluru*, (Big Sky Publishing 2017).

As a children's author my main my goal is for my stories to get into the hands of children who need them most and that's not always in a traditional physical format. Once you have a book good enough to be published, then I think absolutely part of your service as a children's storyteller is to have that book made accessible - and this might extend to having books available for low-vision kids, or with subtitles for deaf or hard of hearing kids, or offering sensory-friendly storytelling. Its also what libraries are all about. Libraries have always been about making books accessible to the public.

A lot of the people I do library outreach with, especially those who don't come from English speaking backgrounds, think it costs money to join the library. They don't realise they can go to a library for free. Kids are amazed to learn the books are free. Often it takes them courage to come into a library but they're desperate for their kids to access to English storytime.

For me the most important part of Online Storytime is the focus on the early literacy aspect of storytime and building community-based modelling. It is so important having somebody at a local library reading aloud to kids because we need to recognise with our target audience, that we must be careful of perpetuating a notion that books are only read by celebrities or by famous people on TV, and to avoid the 'Playschoolisation' of storytimes. Years ago we used to see our parents read, or they'd read us a bedtime story but kids aren't getting that modelling from their parents anymore. And if they are only getting that modelling from high-end production celebrity-type videos then it becomes something to watch, not something to do.

Online Storytime models behaviours we want families and kids to realise they can take on, that they can work towards and that they don't have to be a famous person to read a book. The first thing kids at school do after an author talk, is borrow your book from their library and the same pattern could be happening in public libraries with online storytimes.

At the end of the day we want to keep the whole publishing industry alive, so we need kids to start reading books again. We need people to buy books and they'll be more likely to do so if there's good early literacy modelling at a community level.

VARIED IMPACT ON AUTHORS & ILLUSTRATORS

Kirsty Murray



Kirsty writes award-winning books for Australian kids of all ages. Her 20+ titles include eleven novels as well as non-fiction, junior fiction, historical fiction, speculative fiction and picture books - of which, *Puddle Hunters*, illustrated by Karen Blair (Allen & Unwin, 2018), was featured in the 2021 Online Storytime pilot.

*I think it's been an interesting experiment. I'm a bit mixed about the outcomes. The financial ramifications haven't been made really clear and the jury is still out on whether it drives sales. When I looked online there were more than 30 readings of *Puddle Hunters*. I thought the licence was for 6 months but some of them from early last year were still-up, including one of the better ones. There were 2700 views for the Monash Whitehorse Manningham Library reading so that's quite big and I thought 'Wow! how did you get 2700 hits?' And then some of the really sweet ones, like *Canada Bay*, which I thought very cute, hadn't had many hits or any likes. The librarians are so lovely but I was a little bit alarmed about a couple of readings where you just saw a wall of hair and a book held at a bad angle. There were some clips that I thought were detrimental to the book because the tech was so bad the illustrations came up weirdly.*

Absolutely as a temporary measure I'm fully supportive of ALIA's Online Storytime. I understand it's been so difficult for the librarians and good on them for giving it a go. I'm always enthusiastic for people to try new things, but I don't like seeing poor quality readings of the work and I don't think it does anything good for the book at all if it's displayed poorly.

Every author and illustrator invests years in making a book and they want their work to be well presented and treated with respect. That's so important that I would not sacrifice the quality of the work for a nebulous idea about community engagement that might not be working - especially if the community is not really getting the best representation of the book. For all its lovely intent and purpose and how well-meaning the librarians are, without lockdowns I wouldn't want it to go on in perpetuity. Even if online readings are done incredibly well I believe it's a poor replacement for live readings. I take my grandchildren to the local library and after a librarian has read a book, my kid will say, 'Granny, I want to get that book', and we race to the front and someone else has already borrowed it. Then we might say 'Oh, well, let's go buy it'. That's a great outcome for authors and readers!

But when you sit a child down in front of a computer, irrespective of the quality of the work, and they watch it and say 'Oh, let's watch that again', we watch it again, instead of going to get the book. So I'd question if Online Storytime really drives sales and I'm sure publishers would have said that too. I'd be happy to be proved wrong...

SUPPORTED BY AUS SOCIETY OF AUTHORS

A final word on what Online Storytime has meant for local authors and illustrators from Olivia Lanchester, CEO, Australian Society of Authors (ASA)

From the outset the ASA was enthusiastic and supportive of ALIA's Online Storytime pilot because, and this is a big factor, it is a paid use of authors' works. ALIA's approach was excellent because it respected copyright licensing, sought permission and created an income stream for publishers, authors and illustrators.

One of the things authors grapple with all the time is the fact that in the digital space it's so hard to police what people are doing. Go onto YouTube and you can find pirated audiobooks, you can see well-intended people reading books not even knowing they're infringing copyright, and all that unpermitted content available online erodes legitimate sources of revenue. In contrast, ALIA negotiated terms and sought publishers to opt in to the project.

We were persuaded by ALIA's initial proposal for the pilot; libraries had to close their doors during COVID but wanted to continue their Storytime service (and) Online Storytime was pitched to us as a virtual extension of the experience of being read a book by a librarian. It wasn't intended to be a polished production; it was bringing a library program into the home.

ALIA reported good community engagement for the pilot; they were able to get Storytime to kids who had never attended a library or who might not attend even when physical premises open again, for example if they live too remotely.

”

We've had generally positive feedback from our members. In the early days we had a couple of comments from authors expressing mild disappointment that their publishers weren't getting involved. I think part of the hesitancy is around the idea that once a Storytime video is online, it's out there. You can have licence terms but, in reality, it is hard to get rid of that digital copy and will the recording undercut other markets?

I think that ALIA's Online Storytime can be a marketing tool for books; if kids fall in love with the story then they want their parents to buy them the book.

A question for authors and publishers has also been: what is the right being granted to the libraries? It is not a dramatization, it is not an audio-book, it's a straight-reading-aloud - and the illustrations are also shown. And this is relevant because it determines what subsidiary rights are being exercised which in turn determines the split between the publisher, author and illustrator when it comes to payment for use of the work. I predict the licensing model will continue to be refined, including the length of the term.

We hope ALIA's Online Storytime continues as we support all ventures that create promotional opportunities and fair income for authors.

Established in 1963 as the peak national association for Australian authors, the Australian Society of Authors (ASA) supports Australia's writers and illustrators to pursue sustainable creative careers through advocacy, support and advice:

<https://www.asauthors.org/>



4. CONCLUSION



2021 ONLINE STORYTIME PILOT A SUCCESS

The 2021 Online Storytime pilot program successfully fulfilled its purpose and played an important role in continuing the early literacy work of Australian public libraries during the pandemic lockdowns and restrictions. It enabled pre-schoolers and their families to continue engaging with quality Australian books and early literacy modelling; it recognised and protected the rights of Australian book publishers and creators, and also led to payments for publishers to pass on to their book creators, many of whose incomes had been reduced by pandemic related event cancellations, bookshop, school and library closures.

Looking ahead to the future, the 2021 Online Storytime pilot program could be used as a model for the successful online delivery of other in-person library programs (such as book clubs, LOTE and adult literacy initiatives) to increase accessibility for, and engagement with, library members unable or reticent to attend in-person library events for various geographical, physical or wellbeing reasons.

The 2021 Online Storytime pilot could also be used as a case study in funding successful continuous learning for library staff that upskills their professional development across a wide variety of roles, leading to increased individual confidence and competence, greater team collaboration and sharing of knowledge, the generation of ideas and inspiration, and importantly, deeper engagement with communities.

In terms of future opportunities for local publishers, the 2021 Online Storytime pilot has shown the appetite of Australian public libraries for Australian picture books to include in their collections and to use in their early literacy programs, and there is significant potential to capitalise on this – especially for smaller publishing houses and self-published authors whose titles are not yet, or regularly, represented by library suppliers.

The 2021 Online Storytime pilot has demonstrated how the willingness of libraries and the support of ALIA's infrastructure and resources can be used to leverage future models to engage and remunerate Australian authors and illustrators for their creative content across multiple formats (as book creators, presenters, illustrators and designers), and to scale this up beyond individual library branches and services for the benefit of all public libraries and their communities regardless of their geographical location or size.

The 2021 Online Storytime pilot program has been a smart execution of a shared vision for a whole book industry project involving multiple stakeholders and a stunning example of the multi-faceted benefits this can lead to for all the different segments involved; the libraries, their communities, the publishers, and the book creators. Ultimately it has laid a strong foundation for future book industry collaborations that put Australian books and their local creators in front of readers.



5. ACKNOWLEDGEMENTS



THE 2021 PILOT PROGRAM EVALUATION REPORT

Supported by the Restart Investment to Sustain and Expand (RISE) Fund.



Australian Government

**Department of Infrastructure, Transport,
Regional Development and Communications**
Office for the Arts

RISE is an Australian Government initiative that supports organisations in the arts and entertainment sector and aims to assist in the presentation of cultural and creative projects, activities and events to rebuild confidence amongst investors, producers and consumers.



**THE 2021 PILOT PROGRAM
EVALUATION REPORT**
commissioned by



Australian Library and
Information Association

THANKS TO THE INVALUABLE ASSISTANCE
of the following agents, authors, illustrators, publishers and
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The Children's Publishing Committee of the Australian Publishers Association, Affirm Press, Allen & Unwin, Berbay Books, Ford Street Publishing, HarperCollins, Penguin Random House Australia, Scholastic Australia, Jane Godwin, Kirsty Murray, Tony Wilson, Michelle Worthington (Authors), Annabel Barker Agency, Jenny Darling & Associates, Dr Stuart Glover (APA), Olivia Lanchester (ASA), Tim Coronel (Small Press Network), Sean Minney, Phoebe Weston-Evans, Trish Hepworth (ALIA), Viv Barton (APLA), Nicole and Del Robinson (Story Box Library), Kristin Gill (Publishing Consultant), Kiara Ash (Comms Graduate), Genevieve Roberts (Deaf Connect), Mel Powell, Danni Wright, Renee Pratt, Danni Wright (Auslan Storytime Presenters), Lou de Beuzeville, Melina Williams, Angela Cockburn (Teachers of the Deaf), Justine McEwen (Deaf Mentor), Claire West (Nielsen BookData), Kim Jardine (James Bennet), Boroondara and Glen Eira Libraries, Yarra Plenty Regional Library VIC, ACT Libraries, TAS Libraries, NT Libraries, Broken Hill City Council Library, City of Sydney Library NSW, Narrogin Library WA, West Torrens Library Service SA, and State Library of QLD.



ONLINE STORYTIME



MADE POSSIBLE WITH THE GENEROUS SUPPORT OF

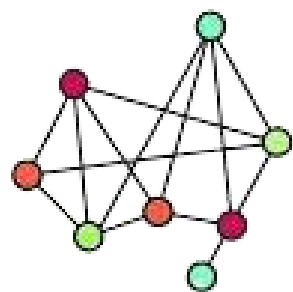


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Office for the Arts



AUSTRALIAN
PUBLIC LIBRARY
ALLIANCE



Australian Library and
Information Association



AUSTRALIAN
PUBLISHERS
ASSOCIATION

asa

AUSTRALIAN
SOCIETY OF
AUTHORS



6. APPENDIX

- a. Publisher Online Storytime agreement
- b. Library Online Storytime agreement
- c. Questions for the Online Library Survey
- d. Questions for the Online Publisher Survey
- e. Questions for the Online Industry Survey



PUBLISHER AGREEMENT

ONLINE STORYTIME AGREEMENT PILOT 2021

1. Parties to the agreement

This agreement is between the Australian Library and Information Association Ltd (ALIA) ABN 40 090 953 236, and PUBLISHER [details].

2. Purpose of the agreement

The agreement is for payments to be made by libraries via ALIA, to PUBLISHER to enable recordings of childrens' storytimes, including nominated Australian picture books, to be made and posted free of charge to sharing platforms such as Facebook and YouTube, for a specified period of time. Libraries reserve their rights to rely on exceptions granted to them under the Copyright Act for face-to-face storytimes.

3. Scope of the agreement and definitions

The agreement covers:

- Public libraries. It does not cover school libraries but it does cover joint use school/community libraries, where the storytime is for the public, not exclusively for students. It does not cover early childhood centres or other settings outside public libraries.
- Storytimes for young children. It does not cover storytimes for older children, young people, adults and seniors.
- Picture books. It does not cover graphic novels; comics; junior, youth or adult fiction or non-fiction.
- Australian. It does cover picture books which have an author and/or illustrator who is Australian or living in Australia, and/or whose publisher is registered as an Australian business. It does not cover picture books which are published overseas, whose authors and illustrators are not Australian and do not live in Australia.
- Recordings made and posted free of charge. It does cover recordings made by public library teams for non-commercial purposes according to the other criteria in this section 3. It does not cover recordings made by companies supplying libraries with content for a commercial return.
- Sharing platforms. This includes library websites, Facebook, YouTube, Vimeo and other media platforms which can be viewed without charge.
- Period of time. This is 6 months from the date of this agreement for recordings produced by libraries during 2020 and 6 months from the date the recording is first posted to a sharing platform, for those made after the date of this agreement.
- Accessible storytimes. The agreement includes publisher permission for signing the book in Auslan, with featured signs and words in English, alongside the visible text.

4. Responsibilities of ALIA

- ALIA will communicate the opportunity and terms of the agreement to its members and wider network, encouraging participation by public libraries.
- ALIA will create a mechanism to accept payments, list the available picture books and identify which books have been used and the frequency of their use.
- ALIA will provide quarterly usage reports in April, July, October and January and will make the agreed payment to PUBLISHER in January 2022.
- ALIA will require subscribers to include Australia Reads branding, the book title, author/illustrator and a permission statement within the recording, and to include a URL for the book or author to be posted alongside the recording.

5. Responsibilities of PUBLISHER

- The PUBLISHER will nominate Australian picture books to which it has exclusive rights.
- The PUBLISHER will distribute payments to authors and illustrators under the terms of its own contracts with these creators.

6. Term of the agreement

The term of this agreement is from 1 January 2021 to 31 December 2021. Recordings made under this agreement will be allowed to run their full 6-month period on sharing platforms, even when this goes beyond the final date of the agreement. Thirty (30) days' notice in writing is required by either of the parties to terminate the agreement during the 12-month term. Written agreement of both parties is required to vary the agreement. The agreement will be reviewed in September 2021 and may be extended by mutual agreement.

7. Transparency

The agreement is made in the spirit of openness and transparency. The terms of the agreement and reporting will be publicly available wherever possible. However, information confidential to any of the parties, including commercial-in-confidence information, will not be disclosed to any other person or entity without prior written permission and will not be used by any of the parties other than as necessary for the purposes of this agreement.

8. Copyright

The copyright in the publications remains with the publishers. Libraries only have copyright of the recording of the virtual storytime session.

Signed on behalf of the parties:

Sue McKerracher for
Australian Library and Information Association

Date:

[Name] for
PUBLISHER

Date:

LIBRARY AGREEMENT

ONLINE STORYTIME AGREEMENT PILOT 2021

1. Parties to the agreement

This agreement is between the Australian Library and Information Association Ltd (ALIA) ABN 40 090 953 236, and LIBRARY [address].

2. Purpose of the agreement

The agreement is for payments to be made by libraries via ALIA, to publishers to enable recordings of childrens' storytimes, including nominated Australian picture books, to be made and posted free of charge to sharing platforms such as Facebook and YouTube, for a specified period of time. Libraries reserve their rights to rely on exceptions granted to them under the Copyright Act for face-to-face storytimes.

3. Scope of the agreement and definitions

The agreement covers:

- Public libraries. It does not cover school libraries but it does cover joint use school/community libraries, where the storytime is for the public, not exclusively for students. It does not cover early childhood centres or other settings outside public libraries.
- Australian picture books from the list provided to ALIA by publishers. It does not cover other picture books in the library collection.
- Recordings made and posted free of charge. It does cover recordings made by public library teams for non-commercial purposes according to the other criteria in this section 3. It does not cover recordings made by companies supplying libraries with content for a commercial return.
- Sharing platforms. This includes library websites, Facebook, YouTube, Vimeo and other media platforms which can be viewed without charge.
- Period of time. This is 6 months from the date of this agreement for recordings produced by libraries during 2020 and 6 months from the date the recording is first posted to a sharing platform, for those made after the date of this agreement.
- Accessible storytimes. The agreement includes publisher permission for signing the book in Auslan, with featured signs and words in English, alongside the visible text.

4. Responsibilities of ALIA

- ALIA will manage agreements with publishers and authors and payments on behalf of the library network.
- ALIA will provide regularly updated details of the available picture books, based on a minimum collection of 100 titles.

5. Responsibilities of LIBRARY

- LIBRARY will pay a subscription fee of [\$165 (inc GST) x number of library branches in the service] on receipt of an invoice from ALIA for this sum.

- LIBRARY will abide by the scope of the agreement described above.
- LIBRARY will provide quarterly usage reports to ALIA in March, June, September and December in order for ALIA to make the appropriate payments to publishers and authors.
- LIBRARY will include Australia Reads branding, the book title, author/illustrator and a permission statement within the recording, and include a URL for the book or author to be posted alongside the recording.

6. Term of the subscription

The subscription will be valid for the period from the date of commencement until 31 December 2021. Recordings made under this agreement will be allowed to run their full 6-month period on sharing platforms, even when this goes beyond 31 December 2021.

7. Copyright

The copyright in the publications remains with the publishers. Libraries only have copyright of the recording of the virtual storytime session.

Signed on behalf of the parties:

[Name] for
Australian Library and Information Association

Date:

[Name] for
LIBRARY

Date:

LIBRARY SURVEY

ALIA Online Storytime Library Feedback

We value any insights you and your team can provide as feedback on ALIA's Online Storytime for 2021.

Your answers to this survey will help ALIA measure the community impact of this initiative; better understand what components worked well and why, and identify key recommendations for improvement.

All information collected here is protected and bound by ALIA's privacy policy which can be found here: <https://onlinestorytime.org.au/wp-content/uploads/2021/11/ALIA-Privacy-Policy-2021.pdf>

* Required

1. Email *

2. Name of (home) Library Service and Branch: *

This is for our background use only and to enable us to cross-reference your answers with the completed Quarterly Reports. NB: In these questions, please take 'you/your' to mean the library branch/service you are representing.

3. Key Contact Name: *

This is for our background use only and to enable us to contact you directly if we have any follow-up queries. At no time will any of your comments be directly credited to you without your permission.

4. Position/Role of key contact: *

5. Best direct phone number for key contact: *

This is for our background use only and to enable us to contact you directly if we have any follow-up queries. At no time will any of your comments be directly credited to you without your permission.

2. Your Library x ALIA's Online Storytime

NB: In these questions, please take 'you/your' to mean the library branch/service you are representing.

6. How did you hear about ALIA's Online Storytime? *

Check all that apply.

- Via ALIA's e-newsletters or emails
- Via ALIA's social media
- Via ALIA website
- Via APLA

Other: _____

7. What other Storytime programs did your library offer in 2021: *

Check all that apply.

- In-Library (in real life) Storytime Sessions
- Kinderling
- Story Box Library
- Your own online Story Time with permissions cleared directly via Publisher
- Your own online Story Time with permissions cleared directly via Author/Illustrator

Other: _____

LIBRARY SURVEY

8. What is the NUMBER ONE reason you decided to participate in ALIA's Online Storytime? [Click arrow to select answer from dropdown options] *

Mark only one oval.

- To temporarily replace in-library Storytime sessions during (Covid-related) lockdowns
- To better serve library members hesitant or unable to access in-library storytime sessions
- To fulfill an community need above and beyond temporary (Covid-related) lockdowns
- To extend the reach of online storytimes with Auslan or a language (other than English)
- To increase the quantity and variety of titles in pre-existing online storytimes
- To support a new initiative by ALIA
- To show your support for Australian authors and illustrators
- To provide professional learning opportunities for staff to upskill
- To showcase the talent and ability of your staff to stakeholders, management, etc

9. What are the secondary reasons you decided to participate in ALIA's Online Storytime? *

Check all that apply.

- To temporarily replace in-library Storytime sessions during (Covid-related) lockdowns
- To better serve library members hesitant or unable to access in-library storytime sessions
- To fulfill an community need above and beyond temporary (Covid-related) lockdowns
- To extend the reach of online storytimes with Auslan or a language (other than English)
- To increase the quantity and variety of titles in pre-existing online storytimes
- To support a new initiative by ALIA
- To show your support for Australian authors and illustrators
- To provide professional learning opportunities for staff to upskill
- To showcase the talent and ability of your staff to stakeholders, management, etc

10. How do you feel about the return on your investment (time, resources etc) in ALIA's Online Storytime across: *

Mark only one oval per row.

	Very disappointed	Disappointed	Not sure / Unproven	Worthwhile	Very worthwhile
The number of views on your clips	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feedback from your library members	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Associated increase in library attendance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Associated increase in loans of featured titles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Associated professional development for staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Staff level of job satisfaction	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promotion of Australian authors/illustrators	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improving accessibility for library services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Engagement with local families and kids	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stakeholder satisfaction (Board, Executive, Council etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

LIBRARY SURVEY

11. Have you renewed your subscription for ALIA's Online Storytime in 2022? *

Mark only one oval.

- Yes
- No
- Not yet, thinking about it

12. How likely are you to continue producing ALIA Online Storytime clips without temporary lockdowns? *

Mark only one oval.

- 1 2 3 4 5
- Very unlikely Very likely

3. About the AOS Licensing Agreement

These questions are designed to measure librarian sentiment around key components of the licensing agreement between ALIA and the participating publishing companies:

13. What practices did you have in place to ensure the terms of the ALIA Online Storytime licensing agreement were adhered to? *

Mark only one oval.

- Formally required all staff involved to read and understand licensing agreement
- Regularly reviewed the licensing agreement to check before filming/posting our clips
- Relied on initiative of all staff involved to adhere to licensing agreement
- None. Once the licensing agreement was signed and submitted, that was it.
- Other: _____

14. Would your library still participate if the online licence period for the ALIA Online Storytime Clips is: *

Mark only one oval per row.

	Yes	Maybe	No
Extended up to 12 months	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kept as is, at 6 months	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is shortened to 3 months	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is shortened to 2 months	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is shortened to 1 months	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is restricted to one week only	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. Would you like a reminder each quarter from ALIA about the clips that are due to expire? *

Mark only one oval.

- Yes
- No

16. Would you like an option to extend or renew a licence for a particular clip after the agreed period ends? *

Mark only one oval.

- Yes
- No
- Maybe

LIBRARY SURVEY

17. Would you like an option to include special effects as part of your clips, including animating the illustrations? *

Mark only one oval.

- Yes
 No
 Maybe

18. Would you prefer the reach of the ALIA Online Storytime Agreement to: *

Mark only one oval.

- Stay the same as it is now, geo-blocked for Australia
 Be restricted to members of the hosting/presenting library service/branch
 Be restricted to viewing by invitation / booking / link only
 Other: _____

19. Any additional feedback on the ALIA licensing agreement? [Max 250 words]

4. About the Production of your AOS clips

We'd like to learn more about how you produced your ALIA Online Storytime (AOS) clips to help gauge what garnered the best outcomes for libraries and to inform recommendations for future guidelines.

20. Please indicate the usual format of recording your ALIA Online Storytime clips: *

Mark only one oval.

- Pre-Recorded Clip of Presenter(s) - no audience in library
 Pre-Recorded Clip of Presenter(s) - with audience in library
 Live Streamed recording of Presenter(s) - no audience in library
 Live Streamed recording of Presenter(s) - with audience

21. Please indicate the usual style of presenting your ALIA Online Storytime clips: *

Mark only one oval.

- Solo presenter reading to camera
 Duo of presenters reading to camera
 Presenter(s) reading off camera

22. Please indicate what sort of camera you generally used to produce your clip? *

Mark only one oval.

- Phone
 Laptop camera
 Video camera
 All of the above
 Other: _____

LIBRARY SURVEY

23. Please indicate what sort of lighting you generally used? *

Mark only one oval.

- Ringlight
- Desk lamp
- No extra lighting (other than usual overhead)
- All of the above
- Other: _____

24. Please indicate what sort of microphone you generally used? *

Mark only one oval.

- Lapel mic
- Phone mic
- Laptop mic
- Video camera mic
- All of the above
- Other: _____

25. Was any of this equipment personally owned by library staff rather than by the library? *

Mark only one oval.

- Yes
- No

26. List any editing program/software you generally used - and indicate whether these were free or paid: *

5. About the Content of your AOS clips

With many of the 2021 ALIA Online Storytime clips having passed their licence expiry date and no longer available we'd love to know more about the actual content you created and produced each time.

27. Aside from the actual book and book cover, please indicate which credits you typically included in your Online Storytime clips: *

Check all that apply.

- ALIA logo
- Australia Reads logo
- Book Title Mention (verbal/on-screen)
- Author/Illustrator Name Mention (verbal/on-screen)
- Publishing Company Name Mention (verbal/on-screen)
- Publishing Company Logo
- Your own Library Service/Branch Logo
- Presenter(s) and/or Interpreter(s) Name Mention (verbal/on-screen)

28. Please indicate any components (other than the actual book reading) also included at any time in your clips: *

Check all that apply.

- Acknowledgement of Country
- Welcome Song
- Other Songs
- Other book readings with permissions cleared elsewhere
- Other activities (such as crafting, drawing, interactive imaginary play)
- Nothing else besides the book reading
- Live animals

LIBRARY SURVEY

29. Please indicate how you typically showed the ALIA Online Storytime books to the audience [select any relevant answers]: *

Check all that apply.

- Book held up and pages turned just like reading to live audience
- Close up of book with hand turning pages
- Overlay close-up of the open pages added in post-production
- A PDF or other reproduction of the book (such as text on screen) added in post-production

30. Please indicate any other additional services provided within your Online Storytime clips: *

Check all that apply.

- Auslan
- Subtitles
- Interpreter: Greek
- Interpreter: Italian
- Interpreter: Mandarin
- Interpreter: Marathi
- Interpreter: Other
- PODD

Other: _____

31. During the edit did you animate any text or illustrations from the books in any way as part of your clips? *

Mark only one oval.

- Yes
- No
- Unsure, no evidence.

32. Please tell us about anything different, unusual or especially creative you may've done for your clips? (Optional)

6. About ALIA's Booklist for Online Storytime

We're after detailed feedback about the list of titles available for ALIA's Online Storytime (AOS) and to register your ideas to help procure new titles better suited to your programming and community needs.

33. Overall, how satisfied were you with the list of titles available? *

Mark only one oval.

1 2 3 4 5

Very Unsatisfied Very Satisfied

34. Tell us the main reason behind your satisfaction rating above: *

LIBRARY SURVEY

35. How do you rate the 'Read-Aloud-Suitability' of most books available on the ALIA Online Storytime list? *

By 'Read-Aloud-Suitability' we mean how suitable were these books to being read aloud with a sense of drama, fun and ease.

Mark only one oval.

	1	2	3	4	5	
Poor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Excellent

36. When selecting which titles to record, how important are each of the following factors in your decision: *

Check all that apply.

	Really very important	Somewhat important	Slightly relevant	Doesn't matter at all
Format: Easy to hold open and turn pages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pictures: Big, bright, clear and bold illustrations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Text: big font, not too much text per page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
High-profile, well-recognised title/authors/illustrators	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Written/illustrated by First Nations storytellers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your familiarity with a title/author/illustrator	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The narrative tension, story arc, what happens.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Read-aloud-suitability: rhyme, rhythm, pace	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pre-existing availability in your collection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Matching a theme/topic relevant to other library programming	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

LIBRARY SURVEY

37. Would you like to see more books with the following themes included in the ALIA list? *

Check all that apply.

	Yes	Maybe	No
Seasons of the Year, Weather	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Starting School	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Identity and Belonging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Families, Siblings, Parents, Grandparents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Christmas / Diwali / Chanukah / other major Festivals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Planes, Trains, Cars, Transport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Space, Rockets, Planets, Stars, Moon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
World Environment Day / Eco, Nature, Recycling etc	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Harmony Day / Week	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reconciliation Week	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

38. Any other themes you'd like to see more of on the ALIA book list? (Optional)

39. Any specific titles or authors or illustrators that you'd like to see included on the ALIA book list? (Optional)

40. If your library bought copies of books on the back ALIA's Online Storytime, were these from: *

Check all that apply.

- Your usual library supplier
- A local bookshop
- Direct from the author / publisher
- Not sure
- Not applicable

7. About the Broadcast of your AOS clips

This is to help us understand where and when your clips were posted and how people accessed them.

41. Please indicate how regularly you produced and posted ALIA Online Storytime clips in 2021: *

Mark only one oval.

- Ad-Hoc
- Weekly
- Fortnightly
- Monthly
- Other: _____

42. Please indicate the typical length of each of your ALIA Online Storytime clips in 2021: *

Mark only one oval.

- Less than 5 mins
- 6-15 mins
- 16-30 mins
- 31-45 mins
- 45-60 mins

LIBRARY SURVEY

43. Please indicate the FIRST/PRIMARY platform used to host your ALIA Online Storytime clips: *

Mark only one oval.

- Facebook
- Instagram
- Vimeo
- Website
- YouTube
- Teams/Webex/Zoom
- Other: _____

44. Please indicate any other platforms to which you also posted your ALIA Online Storytime clips: *

Check all that apply.

- Facebook
- Instagram
- Vimeo
- Website
- YouTube
- Other: _____

45. Please indicate how viewers could typically access your ALIA Online Storytime clips online: *

Mark only one oval.

- via Bookings Only (ie: with private link / password etc sent by email once booked)
- No bookings required, open to anyone in Australia
- as a member of a Closed Group on Facebook (or other platform)
- Other: _____

46. Please indicate how you ensured your ALIA Online Storytime clips were removed at end of license? *

Mark only one oval.

- Set-up calendar reminders to remove clips when licence expired
- No formal procedure, relied on individual library staff to remember
- Oops - we didn't, but will check now!
- Other: _____

8. About the Audience / Community Impact

This is to help us better understand the impact ALIA's Online Storytime on your local members and community.

47. How did you promote your Online StoryTime sessions? *

Check all that apply.

- via newsletters to members
- via your library social media
- on the Events page of your website
- via local Council (newsletter, social media)
- via local pre-schools / kinders
- via local maternal health nurse / centre
- Other: _____

48. Tell us who generally watched your online storytime clips? *

Mark only one oval.

- Toddlers (1-2 year olds)
- Pre-schoolers (3-5 year olds)
- Early Primary School (6-8 year olds)
- We couldn't tell who was watching them

LIBRARY SURVEY

49. Who usually accompanied the kids watching your ALIA Online Storytime clips? *

Mark only one oval.

- Parents / other adult carers/guardians
- Grandparents / older adult carers
- Not sure, no evidence.

50. Did you have any local pre-school or kinder classes watch your ALIA Online Storytime clips? *

Mark only one oval.

- Yes
- No
- Not sure, no evidence.

51. Did you have any primary schools watch your ALIA Online Storytime clips? *

Mark only one oval.

- Yes
- No
- Not sure, no evidence.

52. Did your audience have to enter their library membership details to access your ALIA Online Storytime clips? *

Mark only one oval.

- Yes
- No
- Unsure
- Other:

53. Did you have any non-library members watch your ALIA Online Storytime Clips? *

Mark only one oval.

- Yes
- No, they had to be a library member to watch
- Maybe, impossible to track
- Not sure, no evidence

54. How did the AGE of your typical online audience compare with your typical in-library real life audience? *

Mark only one oval.

- Skewed towards kids slightly younger than usual in-library audience
- About the same age group as in-library audience
- Skewed towards kids slightly older than usual in-library audience
- Greater range of ages than usual in-library audience
- Unsure, no evidence

55. How did the ATTENDANCE NUMBERS of your typical online audience compare with your typical in-library real life audience? *

Mark only one oval.

- Less than in-library audience
- About the same as in-library audience
- More than in-library audience
- More at height of lockdowns but dropped significantly once in-library sessions resumed
- Unsure, no evidence

LIBRARY SURVEY

56. How has ALIA's Online Storytime specifically benefitted your library members / local community? *

9. About the Library / Service impact

This is to help us understand the impact of ALIA's Online Storytime on services provided by your library.

57. Have you grown members as result of ALIA's Online Storytime? *

Mark only one oval.

- Yes
 No
 Not sure, no evidence

58. Did library loans increase as a result of ALIA's Online Storytime? *

Mark only one oval.

- Yes
 No
 Not sure, no evidence

59. Has participation in other events or programs run by your library increased as a result? *

Mark only one oval.

- Yes
 No
 Not sure, no evidence

60. Did demand decrease for other online story times such as Story Box Library as a result of ALIA's Online Storytime? *

Mark only one oval.

- Not sure, no evidence.
 No
 Yes

61. What recommendations do you have to improve this initiative so that libraries can better service their library members and local community? (Optional)

10. About the Librarians / Staff impact

This is to help us measure the benefits and challenges of ALIA's Online Storytime for library staff in 2021.

LIBRARY SURVEY

62. Did your library's involvement with ALIA's Online Storytime contribute to an increase in any of the following for you/your teams/colleagues: *

Mark only one oval per row.

	Not at all.	Only a little.	Yes, a lot!	Undecided.
Team Skills and Knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Individual confidence and competencies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sharing information and experiences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inspiration and ideas generation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall job satisfaction and wellbeing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall job stress and anxiety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Positive feedback from library members	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Positive sentiment from management (Board, Council, et al)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Connection and engagement with regular members	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

63. What was the most rewarding aspect about ALIA's Online Storytime for you/your team? *

64. What skills do you think you/your team have gained thanks to ALIA's Online Storytime? *

65. What was the most challenging aspect ALIA's Online Storytime for you/your team? *

66. Select the three most time-consuming aspects for you/your team? *

Check all that apply.

- Submitting the Agreement form
- Choosing which books from the list to record
- Set-up including backdrop, lighting, camera, mic and props
- Filming the presentation
- Editing and producing the presentation
- Uploading the clip to your sharing platform(s) such as Facebook, Vimeo, website, etc.
- Submitting the Quarterly Reports
- Promoting the initiative and your clips to members

67. Which ALIA webinars did you or your team attend? *

Check all that apply.

- Top Tips and Tricks for Online Storytime
- Creating Inclusive Online Storytimes
- Creating Auslan Online Storytimes
- None of the Above

LIBRARY SURVEY

68. What topics would you like to see in the next round of ALIA webinars? *

Check all that apply.

- Editing basics and expert tips for editing Online Storytime
- Social Media tips and tricks for posting and promoting Online Storytime
- Reading Aloud (vocal and posture) tips and tricks for presenting Online Storytime

Other: _____

69. Has being involved in ALIA's Online Storytime reduced you/your team's capacity to deliver other programs? *

Mark only one oval.

- Not sure, no evidence.
- No
- Maybe
- Yes

10. About ALIA's support

This section is to gauge how effectively ALIA has supported libraries in delivering their Online Storytime.

70. How would you rate the support you received from ALIA for their Online Storytime initiative? *

Mark only one oval per row.

	Poor	Okay	Not Applicable	Good	Excellent
How-to-Information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Addition of new titles to book list	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Guidelines around licensing and usage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Materials to help promote to local community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professional Development Webinars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Timely response to any queries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Grant funding opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dedicated Online Storytime Website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

LIBRARY SURVEY

71. How would you like ALIA to prioritise the following recommendations moving forward? *

Mark only one oval per row.

	Very important, key to its success	Nice to have, but not urgent	Low Priority	Not necessary at all
Themed curation of titles on booklist	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Books by big name, higher profile creators	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clarification of Rights usage in Agreement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Digital marketing assets to promote your clips	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Branded slide templates to use in your clips	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More professional training webinars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Further grant funding for equipment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improve Quarterly Reporting forms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amplification of your activity across ALIA channels	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facilitating Agreements for books by your local authors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

72. Any other feedback on how ALIA could better support libraries to deliver their Online Storytime Initiative? *

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PUBLISHER SURVEY

ALIA Online Storytime Publisher Survey

Thanks for participating in our Publisher feedback survey as part of ALIA's Online Storytime Evaluation report.

We value any insights you can provide as feedback to help ALIA measure the impact of this initiative; better understand what components worked well and why, and identify key recommendations for improvement.

All information collected here is protected and bound by ALIA's privacy policy which can be found here: <https://onlinestorytime.org.au/wp-content/uploads/2021/11/ALIA-Privacy-Policy-2021.pdf>

* Required

1. **Email ***

2. **Name of Publishing Company: ***

This is for our background use only and to enable us to cross-reference your answers with Quarterly Reports from libraries. NB: In these questions, please take 'you/your' to mean the Publishing Company you are representing.

3. **Key Contact Name: ***

This is for our background use only and to enable us to contact you directly if we have any follow-up queries. At no time will any of your comments be directly credited to you without your permission.

4. **Position/Role of key contact: ***

5. **Best direct phone number for key contact: ***

This is for our background use only and to enable us to contact you directly if we have any follow-up queries. At no time will any of your comments be directly credited to you without your permission.

Your involvement with Online Storytime

NB: In these questions, please take 'you/your' to mean the Publishing Company you are representing.

6. **How did you hear about ALIA's Online Storytime? ***

Check all that apply.

- Via an author/illustrator you publish
- Approached directly by someone from the Australian Library & Information Association
- Via the Australian Library & Information Association (newsletter, social media, website)
- Via the Australian Publishers Association (meetings, newsletter, social media, website)
- via Australian Society of Authors (meetings, newsletter, social media, website)
- Via Books + Publishing (newsletter, social media, website)

Other: _____

7. **What are the 3 top reasons your joined ALIA's Online Storytime? ***

Check all that apply.

- To promote picture books by your local Australian authors and illustrators
- To garner new revenue opportunities for the business and your author/illustrators
- To help libraries temporarily replace in-library storytime sessions during (Covid-related) lockdowns
- To help libraries meet the community need for access to online storytimes beyond (Covid-related) lockdowns
- To support libraries deliver online storytimes with Auslan or a language other than English
- To support a new initiative by ALIA

Other: _____

PUBLISHER SURVEY

8. What was the most time consuming aspect for you? *

Mark only one oval.

- Registration (completing and submitting the Agreement form)
- Checking available rights for the titles you wanted to list
- Checking in with authors/illustrators/agents re listing their titles
- Uploading covers and title information for your listed titles
- Reviewing reports and communications from ALIA
- Other: _____

9. Have you received notification from ALIA about the outcome for your titles in 2021, including any fees due? *

Mark only one oval.

- Yes, received in February 2022.
- No, we've not heard anything.

10. How do you feel about the return on your investment (time, resources etc) in ALIA's Online Storytime across: *

Mark only one oval per row.

	Very worthwhile	Worthwhile	Not sure / Unproven	Disappointed	Very disappointed
The number of clips produced for your titles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The number of viewers for clips featuring your titles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feedback from your authors/illustrators	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increase in booksales to libraries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increase in trade booksales	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Financial return for your authors/illustrators	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Financial return for your business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professional development opportunities for librarians	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promotion of Australian authors/illustrators	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supporting libraries deliver early childhood programs online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helping foster a	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

PUBLISHER SURVEY

new generation of book lovers and readers

Stakeholder satisfaction (Board, Executive, Council etc)

11. Please indicate whether you agree with these statements: *

Check all that apply.

	Disagree	Unsure / Unproven	Agree
It was relatively easy to nominate titles, and provide images and copy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We deemed the financial return worthwhile for the business and our authors/illustrators	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We deemed the associated promotion worthwhile for the business and our authors/illustrators	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We were comfortable with the licence agreement and how it would be managed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We were comfortable with the amateur quality of the clips produced by libraries featuring our titles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We hoped this may positively impact booksales of our titles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We were satisfied with the reports we received from ALIA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We were satisfied with the fee payments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. Have you licensed any of your company's titles for ALIA's Online Storytime in 2022? *

Mark only one oval.

- Yes
- No
- Not yet, thinking about it

13. How likely are you to continue licensing titles for ALIA Online Storytime clips without temporary lockdowns? *

Mark only one oval.

- 1 2 3 4 5
- Very unlikely Very likely

About the Online Storytime Agreement

These questions are designed to measure Publisher sentiment around key components of the licensing agreement between ALIA and the participating publishing companies:

14. Would you prefer to see the licensed duration for which the Online Storytime clips remain online: *

Mark only one oval.

- Extended to a maximum of 12 months
- Stay the same as it is now for 6 months
- Reduced to 3 months
- Reduced to 2 months
- Reduced to 1 month
- Other: _____

PUBLISHER SURVEY

15. Would you prefer the audience reach of the ALIA Online Storytime Agreement to: *

Mark only one oval.

- Stay the same as it is now, geo-blocked for Australia
- Be restricted to members of the hosting/presenting library service/branch
- Be restricted to viewing by invitation / booking / link only
- Other: _____

16. Would you be in favour of an option for libraries to extend or renew a licence for a particular clip after the agreed period ends? *

Mark only one oval.

- Yes, with a renewal/extension fee.
- No, not at all
- Maybe

17. Would you be in favour of an option for libraries to include special effects such as animating the illustrations as part of the licence? *

Mark only one oval.

- Yes
- No
- Maybe

18. Any additional feedback on the ALIA licensing agreement? [max 250 words]

About the Sharing Platforms

NB: In these questions, please take 'you/your' to mean your publishing company.

19. Hypothetically, how would you prefer viewers access ALIA Online Storytime clips online: *

Check all that apply.

- No bookings required, open to anyone in Australia
- via Bookings Only (ie: with private link / password etc sent by email once booked)
- Only with their Library membership (ie: enter/scan membership ID)
- As a member of a Closed Group on Facebook (or other platform)
- Not fussed at all

Other: _____

20. Which sharing platform would you prefer libraries NOT use to HOST their ALIA Online Storytime clips: *

Check all that apply.

- Facebook
- Instagram
- Vimeo
- Website
- YouTube

Other: _____

21. Please briefly explain your chief reason(s) for your answer(s) to the previous question...

PUBLISHER SURVEY

22. Any other feedback on the sharing platforms or audience access for the ALIA Online Storytimes?

About the Online Storytime clips

We'd like to understand your perceptions of the ALIA Online Storytime (AOS) clips to help gauge what garnered the best outcomes and to inform recommended guidelines for best practise in the future.

23. Have you watched any of the ALIA Online Storytime clips in the past year? *

Mark only one oval.

- Yes - only those clips that featured our titles
- Yes - watched a selection of clips across various publishers
- No Skip to question 30

About the Clips continued

24. Of the clips you've watched, how would you rate the enthusiasm and effort of the presenters: *

Mark only one oval.

1 2 3 4 5

Poor Excellent

25. Of the clips you've watched, how would you rate the way in which the selected book was showcased: *

Mark only one oval.

1 2 3 4 5

Poorly Brilliantly

26. Of the clips you've watched, how would you rate the production (sound, lighting, editing): *

Mark only one oval.

1 2 3 4 5

Poor Excellent

27. Of the clips you've watched, how would you rate the credit acknowledgment of your authors & illustrators? *

Mark only one oval.

1 2 3 4 5

Poor Excellent

28. Of the clips you've watched, how would you rate the credit acknowledgment of your publishing company? *

Mark only one oval.

1 2 3 4 5

Poor Excellent

PUBLISHER SURVEY

29. Any other comments on the Online Storytime clips you've watched?

6. About the Book List for AOS

These questions refer to your titles licensed for the 2021 Online Storytime pilot program.

30. How did you expect titles featured in the ALIA Online Storytime initiative to be impacted? *

Mark only one oval per row.

	Decrease in anyway	Remain as is - not impacted	Increase in anyway
Booksales to libraries for their collections	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Booksales through the trade to consumers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Librarian awareness of these titles/authors/illustrators	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Librarian sentiment for these titles/authors/illustrators	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community awareness of these titles/authors/illustrators	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community sentiment for these author/illustrators	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Opportunities for similar future rights sales	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

31. Which books did you generally decide to put forward for inclusion as Online Storytimes? *

Mark only one oval.

- Backlist titles which could benefit from extra promotion
- Backlist titles with new book coming soon from same author/illustrator
- Titles we know are already popular with libraries
- Recently released titles
- A combination of the above

PUBLISHER SURVEY

32. Please indicate how well you considered the following factors when deciding which titles to put forward: *

Check all that apply.

	Not at all	Some consideration	Much consideration
Age appropriate for Pre-schoolers (3-5-year-olds)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Read-aloud-ability: rhyme, rhythm, pace	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Format: Easy to hold open and turn pages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pictures: Big, bright, clear and bold illustrations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Text: big font, not too much text per page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Themes connected with early childhood development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The narrative tension, story arc, what happens.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Created by culturally and linguistically diverse storytellers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Created by First Nations storytellers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stock availability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

About support from ALIA

33. How happy are you with the level of transparency from ALIA on this initiative? *

Mark only one oval.

1 2 3 4 5

Very Unhappy Very Happy

34. How happy are you with the level of communication from ALIA on this initiative? *

Mark only one oval.

1 2 3 4 5

Very Unhappy Very Happy

35. How happy are you with the level of marketing and promotion about this initiative by ALIA? *

Mark only one oval.

1 2 3 4 5

Very Unhappy Very Happy

36. What else would you like to see more of from ALIA with regards to this initiative? *

Supporting Local Literacy Initiatives

NB: In these questions, please take 'you/your' to mean your publishing company.

PUBLISHER SURVEY

37. How important do you rate the following for your business: *

Mark only one oval per row.

	Really very important	Somewhat important	Only slightly relevant	Doesn't matter at all
Supporting Australian authors and illustrators	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supporting early literacy initiatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supporting public libraries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having your titles available in public libraries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having your titles available for online storytime sessions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increasing accessibility of early learning initiatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Connecting vulnerable communities with books	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fostering a love of books and reading to the next generation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

38. What, if any, literacy related charity and not-for-profit initiatives did your business support in 2021: *

Check all that apply.

- Indigenous Literacy Foundation
- The Footpath Library
- The Sydney Story Factory
- Dolly Parton's Imagination Library / United Way
- The Smith Family Literacy Programs
- Literacy for Life Foundation

Other: _____

39. What, if any, other online story reading programs did your business support with licensing agreements in 2021: *

Check all that apply.

- Kinderling
- Story Box Library
- Individual public libraries on request, with permissions granted directly to libraries
- Temporary Open licence during Covid Lockdowns
- None

Other: _____

Final Word

40. Any other feedback on ALIA's Online Storytime initiative from a Publishing Company's perspective? *

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INDUSTRY SURVEY

ALIA Online Storytime Industry Feedback

Thanks for your time. We value any insights you can provide for ALIA's Online Storytime Evaluation report.

We'd like to better understand industry perceptions about this initiative to identify how it can remain viable and continue contributing value to local communities, libraries, publishers and Australian book creators.

Read more about the initiative here: <https://onlinestorytime.org.au/>

All information collected here is protected and bound by ALIA's privacy policy which can be found here: <https://onlinestorytime.org.au/wp-content/uploads/2021/11/ALIA-Privacy-Policy-2021.pdf>

* Required

1. Email *

2. Name of Agency/Company: *

This is for our background use only. Please take 'you/your' to mean the Agency/Publishing Company you are representing.

3. Key Contact Name: *

This is for our background use only and to enable us to contact you directly if we have any follow-up queries. At no time will any of your comments be directly credited to you without your permission.

4. Position/Role of key contact: *

5. Best direct phone number for key contact: *

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Supporting Local Literacy Initiatives

NB: In these questions, please take 'you/your' to mean the Agency/Company you are representing.

6. How important do you rate the following for your business: *

Mark only one oval per row.

	Really very important	Somewhat important	Only slightly relevant	Doesn't matter at all
Supporting Australian authors and illustrators	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supporting early literacy initiatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supporting public libraries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having your titles available in public libraries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having your titles available for online storytime sessions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increasing accessibility of early learning initiatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Connecting vulnerable communities with books	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fostering a love of books and reading to the next generation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

INDUSTRY SURVEY

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5. Best direct phone number for key contact: *

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Supporting Local Literacy Initiatives

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6. How important do you rate the following for your business: *

Mark only one oval per row.

	Really very important	Somewhat important	Only slightly relevant	Doesn't matter at all
Supporting Australian authors and illustrators	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supporting early literacy initiatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supporting public libraries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having your titles available in public libraries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having your titles available for online storytime sessions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increasing accessibility of early learning initiatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Connecting vulnerable communities with books	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fostering a love of books and reading to the next generation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

INDUSTRY SURVEY

7. What, if any, literacy related charity and not-for-profit initiatives did your business support in 2021: *

Check all that apply.

- Indigenous Literacy Foundation
- The Footpath Library
- The Sydney Story Factory
- Dolly Parton's Imagination Library / United Way
- The Smith Family Literacy Programs
- Literacy for Life Foundation

Other: _____

8. What, if any, other online story reading programs did your business support with licensing agreements in 2021: *

Check all that apply.

- Kinderling
- Story Box Library
- Individual public libraries on request, with permissions granted directly to libraries
- Temporary Open licence during Covid Lockdowns
- None

Other: _____

9. Had you heard about ALIA's Online Storytime prior to being asked to complete this survey? *

Mark only one oval.

- No Skip to question 10
- Unsure / Maybe Skip to question 10
- Yes Skip to question 12

Find out more about
ALIA's Online Storytime

NB: In these questions, please take 'you/your' to mean the Agency/Company you are representing.

10. Would you like to know more about ALIA's Online Storytime in terms of: *

Check all that apply.

- Potential revenue and/or marketing opportunities for your business, authors and illustrators
- The format, themes and style of picture books needed for Online Storytime in 2022
- How the licensing agreement and fee payment model is set-up and managed
- How the initiative is helping showcase and support Australian authors and illustrators
- How it currently provides families with greater accessibility (bi-lingual, Auslan, etc) to storytimes
- How it supports professional learning opportunities for public library staff
- The number of libraries and their locations around the country participating in 2022
- How it temporarily replaced in-library Storytime sessions during lockdowns in 2020-21
- No thanks, not interested in finding out any more about it.

Other: _____

11. Would you like to sign-up for e-newsletters from ALIA or Online Storytime? *

Mark only one oval.

- Yes please! Skip to question 33
- No thanks. Skip to question 33

About ALIA's Online
Storytime

NB: In these questions, please take 'you/your' to mean the Agency/Company you are representing.

12. How did you hear about ALIA's Online Storytime? *

Check all that apply.

- Via one of your authors or illustrators
- Approached directly by ALIA (emails, phone, meetings)
- Via ALIA's general communications (e-newsletters, website, social media)
- Via Australian Publishers Association / Trade or Children's Publishing Committee
- via Australian Society of Authors
- Via Australian Books + Publishing

Other: _____

INDUSTRY SURVEY

17. Would you be in favour of an option for libraries to extend or renew a licence for a particular clip after the agreed period ends? *

Mark only one oval.

- Yes, with a renewal/extension fee
 No, not at all.
 Maybe

18. Would you be in favour of an option for libraries to include special effects such as animating the illustrations as part of the licence? *

Mark only one oval.

- Yes
 No
 Maybe

19. Which additional rights would you be happy to include in the licence agreement for libraries to incorporate into their ALIA Online Storytime clips such as: *

Check all that apply.

- Auslan
 Subtitles
 Interpreter/Translator: in languages other than English (ie: Greek, Italian, Madarin, Marathi, etc)
Other: _____

20. Any additional feedback on the ALIA licensing agreement? [Max 250 words]

About the Sharing Platforms

NB: In these questions, please take 'you/your' to mean the Agency/Company you are representing.

21. Hypothetically, how would you prefer viewers access ALIA Online Storytime clips online? *

Check all that apply.

- as a member of a Closed Group on Facebook (or other platform)
 Only with their Library membership (ie: enter/scan membership ID)
 via Bookings Only (ie: with private link / password etc sent by email once booked)
 No bookings required, open to anyone in Australia
 Teams/Webex/Zoom

Other: _____

22. Which sharing platform would you prefer libraries NOT use to HOST their ALIA Online Storytime clips: *

Check all that apply.

- Facebook
 Instagram
 Vimeo
 Website
 YouTube

Other: _____

23. Please briefly explain your chief reason(s) for your answer(s) to the previous question... *

INDUSTRY SURVEY

13. What is the main reason your business decided NOT to support ALIA's Online Storytime in 2021? *

Mark only one oval.

- The initiative is unproven, we'd prefer to see results before committing our titles
- We didn't know enough about it or what was required to make an informed decision
- Lack of time/resources to nominate titles, clear rights and supply images and copy etc
- We deemed the financial return not worthwhile for the business and our authors/illustrators
- We deemed the associated promotion not worthwhile for the business and our authors/illustrators
- We were concerned about the licence agreement and how it would be managed
- We were concerned about the quality of the clips produced by libraries featuring our titles
- We were concerned about how this may negatively impact booksales of our titles
- We don't have any suitable picture books by Australian authors/illustrators

14. What are the other secondary reasons your business decided NOT to support ALIA's Online Storytime in 2021? *

Check all that apply.

- The initiative is unproven, we'd prefer to see results before committing our titles
 - We didn't know enough about it or what was required to make an informed decision
 - Lack of time and resources to nominate titles, clear rights and provide images and copy
 - We deemed the financial return not worthwhile for the business and our authors/illustrators
 - We deemed the associated promotion not worthwhile for the business and our authors/illustrators
 - We were concerned about the licence agreement and how it would be managed
 - We were concerned about the quality of the clips produced by libraries featuring our titles
 - We were concerned about how this may negatively impact booksales of our titles
- Other: _____

About the Licence Agreement

NB: In these questions, please take 'you/your' to mean the Agency/Company you are representing.

15. Please select any key areas of concern you have with ALIA's Online Storytime licence agreement: *

Check all that apply.

- the length of the licensed period (6 months) these clips would be available
 - adherence to the removal of clips from public view once the licence expired
 - the audience reach (geo-blocked to Australia) of the licence agreement
 - the online sharing platforms the clips are permitted to be hosted on/broadcast across
 - how the fees are calculated and paid to publishers
 - Not Applicable
- Other: _____

16. Hypothetically, would your business prefer the licence period (to view) the ALIA Online Storytime clips: *

Mark only one oval per row.

	Yes	Maybe	No
be extended up to 12 months	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
be kept as is, at 6 months	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
be shortened to 3 months	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
be shortened to 2 months	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
be shortened to 1 months	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
be restricted to one week only	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
be monitored in terms of viewer numbers (instead of time period)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

INDUSTRY SURVEY

30. Hypothetically, how would you expect titles featured in the ALIA Online Storytime initiative to be impacted? *

Mark only one oval per row.

	Decrease in anyway	Remain as is - not impacted	Increase slightly	Increase significantly
Booksales to libraries for their collections	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Booksales through the trade to consumers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Librarian awareness of these titles/authors/illustrators	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Librarian sentiment for these titles/authors/illustrators	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community awareness of these titles/authors/illustrators	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community sentiment for these author/illustrators	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sale of future online reading-aloud rights	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

31. How likely is it that your business will license titles for ALIA's Online Storytime in the future? *

Mark only one oval.

1
 2
 3
 4
 5
 Yes, Sign us up now!

32. Would you be more inclined to license particular titles for ALIA's Online Storytime if approached with specific reasons as to why libraries would like to use them? *

Mark only one oval.

Yes.
 No.
 Maybe.

Final Word

33. Any other feedback for ALIA on their Online Storytime initiative? *

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INDUSTRY SURVEY

24. Any other feedback on the sharing platforms or audience access for the ALIA Online Storytimes?

About the ALIA Online Storytime clips

25. Have you watched any of the ALIA Online Storytime clips in the past year? *

Mark only one oval.

- Yes
 No Skip to question 30

About the Clips continued

26. Of the clips you've watched, how would you rate the enthusiasm and effort of the presenters: *

Mark only one oval.

- 1 2 3 4 5
Poor Excellent

27. Of the clips you've watched, how would you rate the way in which the selected book was showcased: *

Mark only one oval.

- 1 2 3 4 5
Poorly Brilliantly

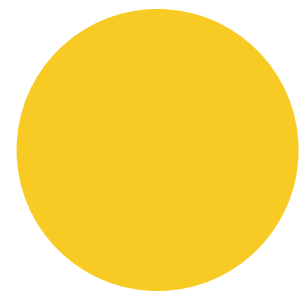
28. Of the clips you've watched, how would you rate the production (sound, lighting, editing): *

Mark only one oval.

- 1 2 3 4 5
Poor Excellent

29. Any other comments on the quality of the Online Storytime clips you've watched?

About the ALIA Online Storytime books



To keep up to date with all things Online Storytime follow along at onlinestorytime.org.au

