

# Customer Groups

## Elderly:



### *Initiatives - Next 3 years:*

- Improve access to resources
- Provide a range of events and activities that will appeal to elderly people
- Appoint an Elderly Services Librarian
- Create opportunities to enhance and develop IT skills
- Enhance volunteer opportunities

## Ethnic:



### *Initiatives - Next 3 years:*

- Seek further collaborative projects with the Ethnic Council of Manawatu
- Rationalise resources to create a 'World Languages' Living Room
- Introduce audio-visual materials into the Community Languages Living Room
- Improve access to community languages' materials
- Increase the availability of library publications in languages other than English
- Build on the current transliteration support network
- Appoint a full time Ethnic Services Librarian

*Respect*

*"Third age"*

*Stimulate*

*Loyalty*

*Lifelong learning*

*Diversity*

*Empathy*

*Partnership*

*First languages*

## Maori:



### *Initiatives - Next 3 years:*

- Establish a Maori Services team within the Library
- Initiate 'Books for Babies' project beginning with Maori
- Raise the profile of the Kohikohanga Maori
- Develop a Maori work experience programme
- Actively support & implement the national initiative for improving Maori subject headings
- Host programmes, events and activities specifically catering to Maori needs and interests
- Produce a bi-annual Maori edition of Pathways
- Actively develop a forum for the provision of library services to Maori

## Youth:



### *Initiatives - Next 3 years:*

- Redevelop the Youth Zone in partnership with local youth
- Strengthen youth resources and services
- Offer innovative programming for Youth
- Appoint a Youth Librarian
- Expand homework support in electronic format
- Develop a partnership with the Youth Council
- Offer opportunities for youth to become involved in the library on an on-going basis

### *Initiatives - next 10 years:*

It is proposed that after three-years the Library will review its focus on the four customer groups detailed above. It may be that further initiatives will be developed or alternatively new groups might be identified for focus in the next seven-year period.

*Manaaki-tangata*

*Takitahi*

*Whakaute*

*Tiaki mataurangi*

*Freedom*

*Unique*

*Choices*

*GR8*

*Wuz Up!*

*Extreme*

*Awesome*



# Partnerships

The "Living Room of the City" will develop synergistic relationships within our community for mutually beneficial outcomes