

LOCAL DEMOCRACY'S

VISION AND VOICE

Ko Tātou
LGNZ.

Pathways to Partnership: Our Voice in Local Government

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Today I'm talking about:

LGNZ and our relationship to Libraries

My role and current activities

What is advocacy? And why is it important for public libraries?



We were created in 1988 and are the membership body for New Zealand councils. We represent the national interest of councils and lead best practice in the local government sector.

We support, advocate for and empower councils who know their communities best, helping them to thrive culturally, economically, socially and environmentally.

We are the voice of the people of New Zealand. Together with local councils - our members who are living and working in, for and with their communities - we put local issues on the national agenda.

Who we are



Our purpose //

is to be local democracy's vision and voice.

Our vision //

is for Aotearoa New Zealand to be the most active and inclusive local democracy in the world.



// Difference between LGNZ and Taituarā

Where does Taitaurā fit into the picture?

- Taitaurā is our sister organisation who represents Councils' CEOs and managers.

// LGNZ and our relationship to libraries

New Zealand councils are responsible for the ownership and operation of all public libraries in the country.

LGNZ are uniquely positioned to support library services and promote their value to ensure their retention, development and sustainability.

We know that public libraries are one of local government's biggest activities and contribute positively to the purpose of promoting community well-being.

However, sometimes councils take them for granted.

My role was established to help build understanding of the value of our public libraries.

And it's a great time to be doing this mahi.

// My role and current activities

I promote the value of libraries by:

- Attending Local Government sector meetings
- Visiting libraries and councils
- Sharing stories and promoting best practice

// My role and current activities

I investigate new and innovative approaches for libraries. We've commissioned research that builds on:

- Libraries as a vehicle for service delivery, in addition to core services.
- Libraries as a vehicle for central Government service delivery.
- How the services delivered through libraries provide value to their communities – including economic value.

// My role and current activities

I build key relationships within both the library and local government sectors, to develop strong sector links and communication, and to support the long-term sustainability of this mahi.

When I'm asked what my role is about, I respond – **“it's all about advocacy.”**

// Advocacy and its importance for public libraries

Advocacy is " **The act or process of supporting a cause or proposal: the act or process of advocating something.**"

When you are advocating for something - timing and understanding of the current economic and political environment is crucial.

You need to identify the right time and opportunity when you have a good chance to succeed, as often you may only have one shot at it.

// Advocacy and its importance for public libraries

Four things that make for successful advocacy:

- **Research.**
- **Passion.**
- **Collaboration.**
- **Promotion.**

Three forms of narrative

- **Mobilising narratives** stories that help to explain and understand impacts.
- **Generating narratives** stories reframing situations by translating values into actions.
- **Contesting narratives** using stories as a metaphor to demonstrate understanding.

// Telling your advocacy stories

Think about your audience – and what you are wanting to achieve when you chose a way of telling your story:

- Do you want to mobilise them by gaining their understanding of the impact of the issue?
- Do you want to reframe their thinking about an issue?
- Do you want them to gain a deeper understanding of the issue?



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THANK YOU

Lets share examples of story telling you have used successfully –

- Think about what form of narrative you may have used, was it effective, or could you have used a different form or even a combination of them to get a better outcome for your library?
- Think about a story you could tell to demonstrate the value of your library – what story would you tell and what form of narrative could you use?