



Whitehorse  
Manningham  
Libraries

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# Whitehorse Manningham Libraries

Telling old stories in new ways



# Our Community Stories

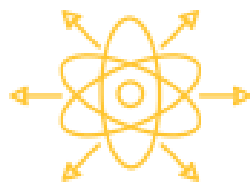
Six month project Jan-Jun 2017 designed to:

- Identify local community stories of interest to residents
- Encourage residents to explore the relationship between their personal stories and the local history of the area
- Two completed projects were delivered: Remarkable Women and Here's to the Story Makers
- Testing: Different storytelling methods were tested: blog, video, photography and people-driven stories.
- Recommended action plan



# Library Plan 2017 – 2021

## Goal 2:



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### 2. Connect, Collaborate and Participate

Our library provides opportunities for social connection and community engagement. We actively invite and develop collaborative community partnerships to achieve mutual benefits.

# Remarkable Women

A project launched on International Women's Day to celebrate and showcase 8 remarkable women in local history in an innovative way.

- Eight trailblazing women who lived locally during the late 19th and early 20th centuries identified and researched
- Stories were researched in collaboration with library staff and local historical societies.
- Illustrations of each of the eight women commissioned in collaboration with local artist Edwina Marion
- Illustrations used to create a range of collateral including art cards, poster exhibition and online posts
- Posters were exhibited and gift packs distributed at four International Women's Day events: Manningham/Food for Thought Network luncheon, Box Hill Rotary breakfast, Whitehorse morning tea and WML project launch.
- 620 postcard sets were gifted. 8,300 cards were gifted in under a month.
- This was a test for the integrated series model with postcards, DL, social media posts, posters/exhibition, on-line blog and a special launch of the project on International Women's Day (IWD).



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# Digital Storytelling

- So we told old stories using new artwork and used them to bring people together. Onto the digital aspect.....
- The digital storytelling potential of the project was considered from the outset with the artist recording her progress
- Webpage created with “Behind the scenes” research insights
- Time-lapse videos of x3 stories with professional storyteller audio and text captions. First one “Lexie Goyder” had over 2,004 FB views
- Stories featured on Facebook
- Series featured in electronic newsletter and council news
- Annie postcards and posters displayed in foyer of WH Centre when play about her life being performed.

# Summary

- What was unique about the project?
- The project was all about presenting local information and stories in new, innovative and varied ways
- Project was deliberately designed to inspire interest in people's own stories and connection to the local community
- Outreach was also a key tool in project success, with significant reach at external events. Having something to offer external organisations
- What did we learn? Content is king! Information must be presented in an engaging way appropriate for a variety of popular forums (e.g. sharable on social media) Thinking about digital delivery from the outset



# Interested in finding out more?

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- Check out the library website:  
[http://www.wml.vic.gov.au/Remarkable\\_Women\\_of\\_Whitehorse\\_and\\_Manningham](http://www.wml.vic.gov.au/Remarkable_Women_of_Whitehorse_and_Manningham)
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