

The logo consists of three stylized, stacked rectangular blocks. The top block has three horizontal lines, the middle block has four, and the bottom block has three. They are arranged in a way that suggests a traditional Chinese architectural element or a stylized character.

AUCKLAND CHINESE LIBRARY

STRATEGIC PLAN

2016 THROUGH 2020
Serving New Zealanders



"New Zealand is building a very strong relationship with China and it's a very important part of our trade and economy. These students are learning about the culture...the Mandarin language creates career opportunities which are really important."

– Minister of Education Hekia Parata

Binning (2012)

"It's very important for us to understand each other's culture, to bring the hearts of our two people closer. It's especially important to start with very young students; language is a bridge to bring our future generations closer."

– The Embassy of the People's Republic of China in New Zealand

Chanwai-Earle (2015)

Introduction

Auckland Chinese Library is a public, non-profit library. It is established by the Auckland Chinese Library Trust. It has already performed part-service for the public, such as a Children's School Holiday Programme, and is scheduled to provide full service to the public in the third quarter of 2016.

With an increasing number of frequent trade and cultural exchanges between New Zealand and China, Auckland Chinese Library has drawn up an open, practical and flexible five-year plan from 2016 to 2020 in order to effectively position itself for the future and establish a much closer and stronger relationship between New Zealand and China.

From July 2016 to the end of 2020, Auckland Chinese Library will actively serve our members, Auckland Chinese residents and all the other Auckland residents who are interested in learning and researching the Chinese language and culture.

This plan will be accomplished through the following means:

- acquiring, cataloging, preserving and providing access to high-quality collections;
- employing the best management talent;
- creating a good learning environment to retain and motivate highly qualified staff;
- attracting different levels of readers and visitors to share our library resources;
- sharing knowledge through online resources, public programmes and publications;
- engaging in collaboration with institutional peers' and new partners' resources and expertise.

Background

"Minister of Education, Hekia Parata, announced the official launch of the New Zealand Chinese Language Week, noting that the New Zealand Government had invested NZ\$10 million to support Asian language promotion."

- Chanwai-Earle (2015)

Auckland has become more diverse in the last ten years than most cities in the world. Two hundred and thirteen different ethnicities are represented in Auckland, and this rapid and unprecedented change has resulted in an interesting problem: generally, we do not know much about other ethnic groups, especially their daily lives and cultures.

With an increasing number of frequent trade and cultural exchanges between New Zealand and China, Auckland Chinese Library has drawn up an open, practical, and flexible five-year plan from 2016 to 2020 in order to effectively position itself for the future and establish a much closer and stronger relationship between New Zealand and China.

"Auckland has attracted people from across Asia-principally China, India and Korea. They bring their own cultural traditions, customs, languages, art and music. Strong cultural links through education, business and migration networks in Auckland that connect to countries of origin, have the potential for further cultural appreciation and economic benefits."

- The Auckland Plan

China is one of the most important trading partners of New Zealand. It is New Zealand's largest source of international students and its second-largest source of tourists (New Zealand Tourism, 2016). The 2015 Census shows 1 in 4 people living in Auckland are of Asian descent. Chinese language skills are of increasing importance across the globe, not only for Chinese but also for Kiwis (Chanwai-Earle, 2015).

Education Minister Hekia Parata encourages more Kiwis to learn to speak Chinese in an attempt to bridge the cultural and linguistic gap between China and New Zealand (Binning, 2012). In fact, Australia has had an established Chinese language course for 30 years. Comparatively, the local primary and middle schools of New Zealand have less experience because they have established Chinese language courses only comparatively recently. Auckland Chinese Library can assist the local primary and middle schools of New Zealand to conduct Chinese education courses smoothly. At the same time, circulation speed and the scope of the Chinese books in New Zealand can be increased in order to alleviate the shortage of Chinese books. One mission of Auckland Chinese Library is to offer a Chinese book exchange service to Auckland schools, colleges and universities.

"I had the idea of wanting to do it but I guess the trip reinforced that, that I see it as really important that we offer that opportunity for our students because China is going to be so important for us."

-Epsom Girls Grammar Principal Madeline Gunn

According to Auckland Library's "About Us" page, the library has at least 3.5 million items that could be borrowed including books, DVDs, music, kits etc. However, only around 72,300 Chinese books are available for borrowing. Although this information is based on 2012/2013 and Auckland Library is establishing more sections of Chinese books, most of them are bestsellers, magazines, novels and cartoons. It has not enough academic, classical, humanities and social sciences books.

"Prime Minister John key believes New Zealand's interaction with the Chinese economy is going to be much more important than having a great understanding of Latin or French in the future."

Binning (2013)

Process

When formulating the strategic plan, we drew references from the Auckland Plan made by Auckland Council, and from Auckland Library's plans and regulations.

The rest was all worked out by the key personnel of the library, who put forward the proposals, predicted what problems and challenges would be faced in future operation of the library. At last, the key personnel formulated the highly feasible plan outlining the role of the library and reports of related activities.

The process will be illustrated in five aspects as follows:

Vision, value, the missions of Auckland Chinese Library, the core functions and major services, strategies and the implementation plan. The findings developed for the library's strategic plan mainly rely on all the sources of the current data.

Vision

Auckland Chinese Library, like other New Zealand public libraries, is to be a chief steward of Auckland residents, and the record of Chinese civilization in New Zealand. Meanwhile, it provides indispensable services for all New Zealanders. It is really like a springboard leading to a bright future.

"Our arts and culture connect and strengthen us as communities. They provide enjoyment and they challenge us to see the world through the eyes of others: to connect across cultural divides, to celebrate our differences, and to explore new ideas and diverse ways of living."

- The Auckland Plan

The Missions of Auckland Chinese Library

Auckland Chinese Library's central mission is to provide Auckland residents with a rich, diverse and enduring source of Chinese knowledge, especially in Mandarin and culture studies. It can be relied upon to inform, inspire and support intellectuals and do its creative best to serve the people, heart and soul.

The other missions are as follows:

- address a shortage of Chinese books and library services;
- support lifelong learning within the Chinese community;
- bridge the cultural information, knowledge, and ideas gap between China and New Zealand;
- promote and develop cultural diversity in Auckland;
- offer a Chinese book exchange service to Auckland schools, colleges and universities;
- provide a broad, up-to-date and accessible source of Chinese literature and information;
- ensure an efficient exchange of Chinese books and learning materials within Auckland schools, colleges and universities;
- establish the largest Chinese community service platform in New Zealand;
- offer the biggest Kiwi-Chinese cross-cultural communication service in New Zealand;
- choose and purchase Chinese academic books, classical books and books of the humanities and social sciences. The content and scope of the books will be much deeper, broader and more professional than those in the Auckland Library.

Values

The library's paramount values include:

- accurate, authentic and non-partisan information is essential to a public library;
- to uphold trust and confidentiality;
- to communicate clearly;
- to provide high-quality service to everyone who uses the library's resources;
- to capitalize upon collaborations;
- to be bold, innovative and willing to take risks.

Photo Credit: Wei Liu

Photo Credit: Wei Liu

Core Functions and Major Services

Auckland Chinese Library's missions and values manifest themselves in collection, products and services it provides to its members, Auckland Chinese residents and all other Auckland residents who are interested in learning and researching the Chinese language and culture.

The core functions of the library are to:

- Provide unique research and reference services to users who visit our library in person, via the internet, photo copying and by other modes of communication;
- Acquire, describe, make accessible, secure and preserve a collection of Chinese knowledge in physical and electronic formats, and obtain electronic access for its own users to digital materials held by other entities;
- Support the statutory responsibilities of the Copyright Council of New Zealand in administering the copyright laws, providing expertise on questions of law and policy, and serving the public good;
- Innovate scientific testing of materials and practices that relate to the conservation and preservation of collection materials;
- Articulate and exemplify library and information science best practices;
- Empower the workforce by creating a Chinese culture of learning, providing appropriate technology and devising effective workflows. For example, to open up an activities corner and a children's corner, organize Chinese/English language classes and hold Chinese events, etc.
- Supply translation, cross-cultural consulting and new Chinese migrants' settling services.
- Cooperate with the government departments of New Zealand to release information to all citizens, to provide a real-time transformation service of professional and cultural knowledge as well as information broadcast platforms, for example, to change the national flag, to take a census of the population, to popularize government plans and to disseminate government policy.

Strategies

Auckland Chinese Library will emphasis on five strategies over the next 5 years. These areas each have an outcome and actions designed to respond to the strategic directions of Auckland Plan and Auckland residents' needs.

The strategic plan comprises 6 strategies:

STRATEGY	OUTCOME	ACTIONS
Full Services	Full services of Auckland Chinese library aim to provide more professional and comprehensive services for all members, Auckland residents, schools, public organizations and New Zealand government.	Full services has several aspects: <i>Computer services</i> <i>Book for babies</i> <i>Services to kids and teens</i> <i>Services to schools</i> <i>Community services</i> <i>Chinese cultural services</i> <i>Book a librarian</i> <i>Interloans</i> <i>Cross-cultural consulting service</i>
Business	The library offers a cultural consultant service on the economy and trade of New Zealand and China.	Services for NZ Government, local enterprises and companies of New Zealand and Chinese New Zealanders.
Creativity Community	The library observes the management modes of the traditional libraries and adds some innovative elements in order to make Auckland Chinese Library increase effective communication with the mainstream society of New Zealand.	Youth programme, Adult programme, Social activities, Chinese Cultural Education.
Collections	The library satisfies Auckland residents' Chinese deep reading demands in culture, business, academic, research and other relevant aspects in Chinese.	Collection research, Expert suggestions, The source of the data: to donate, purchase and exchange.
Collaboration	Stimulate and support research, innovation and life-long learning through direct outreach and through local, national and global collaboration.	Seeking cooperation and assistance from the NZ Government, other libraries, schools, institutions and organizations of New Zealand and China.
Organizational Structure	Empower the workforce for maximum performance. Streamline the administrative structure and improve the work efficiency.	Organize and manage the library to facilitate change. Adopt new methods and fulfill its mission.

1. Full Services

The library provides full services for all members, Auckland residents, schools, public organizations and the New Zealand Government. In general, the full services of Auckland Chinese Library will be organized into three main aspects, semi-inside service and outside service.

Outcome

Full services of Auckland Chinese library aim to provide more professional and comprehensive services for all members, Auckland residents, schools, public organizations and the New Zealand Government.

Action

Book for babies

A partnership with the Chinese story foundation to deliver.

Services to kids and teens

Information about services to kids, teens and parents.

Services to schools

We offer a range of services to schools, teachers and students.

Community services

Find out about our youth programme, adults programme, social works, education modules, public display spaces and notice boards.

Cross-cultural consulting service

Translation, New Chinese migrant settling service and other cross cultural consulting services.

Chinese cultural services

Information about our Chinese cultural services, events, resources and settlement support.

Book a librarian

Get free one-to-one assistance from a librarian.

Interloans

Request books, periodicals, articles and other information materials from other library systems.

Computer services

Find out about our public computers, Wi-Fi, printing, scanning, photocopying, headphones and webcams.

2. Chinese Business service

With the development of world globalization, the economies of China and New Zealand are highly complementary to each other. Auckland Chinese Library aims at helping the companies and enterprises of New Zealand to innovate and develop their trade projects in China. From the cross-cultural angle, it will help to clear up misunderstanding and enhance unity of the two peoples. To some extent, this will help New Zealand's economy and trade to adapt to:

- 1) Chinese market variations, especially to meet the demand of New Zealand's enterprises to understand the transformation from the Chinese culture to the culture of New Zealand;
- 2) meet the demand of the Chinese market in order to increase the opportunity of success for both New Zealand's enterprises in the Chinese market and the New Zealand Chinese market.

Outcome

The library offers a cultural consultant service on the economy and trade of New Zealand and China.

Action

- Bridging the gap in cross-cultural marketing between New Zealand and China;
- Helping the NZ Government publicize the government policy in the NZ Chinese community, facilitating public relations and helping the government to formulate and publicize the national policy;
- Holding library conferences regularly to analyze the current Chinese laws and policies in order to avoid the inaccurate interpretation of China's regional political and economic policies;
- Holding library lectures regularly to discuss China's consumption culture and consumer psychology in order to accurately respond to Chinese market demand;
- Helping and giving suggestions to the enterprises and companies of New Zealand supplying convenient and effective services to local markets of Chinese New Zealanders;
- Giving suggestions and offering solutions when there are public relations crises on the cross-culture between New Zealand and China;
- Innovating and diversifying New Zealand exports to China;
- Helping local enterprises and companies of New Zealand to position China's marketing demand accurately;
- Assisting local enterprises of New Zealand to formulate and propound some feasible and strategic proposals to enter the Chinese market;
- Setting up a professional planning team to help enterprises and companies of New Zealand to find potential employees, and constructing a platform both for professional supply and demand;
- From the perspective of culture, helping enterprises and employees to communicate effectively in order to bridge the gap between the employees and the enterprises.

3. Creativity community

We observe the management modes of the traditional libraries and add some innovative elements in order to make Auckland Chinese Library increase effective communication with the mainstream society of New Zealand.

Outcome

Full services of Auckland Chinese library aim to provide more professional assistance and the library observes the management modes of the traditional libraries and adds some innovative elements in order to make Auckland Chinese Library increase effective communication with the mainstream society of New Zealand.

Action

Youth programme, school holiday programme, after school programme

Adult programme

Social activities

Chinese Cultural Education



4. Collections

On the basis of the current English cataloging system of Auckland Library, we classify the books of Auckland Chinese Library in order to facilitate docking later.

Outcome

The library satisfies Auckland residents' Chinese deep reading demands in culture, business, academic, research and other relevant aspects in Chinese.

Action

We buy and donate the books through Xinhua Bookstores, publishers, education institutions of China and other social organizations. Books and other learning resources can be exchanged through academic institutions, libraries and local education institutions.



5. Collaboration

Stimulate and support research, innovation and life-long learning through direct outreach and through local, national and global collaboration.

Outcome

Stimulate and support research, innovation and life-long learning through direct outreach and through local, national and global collaboration.

Action

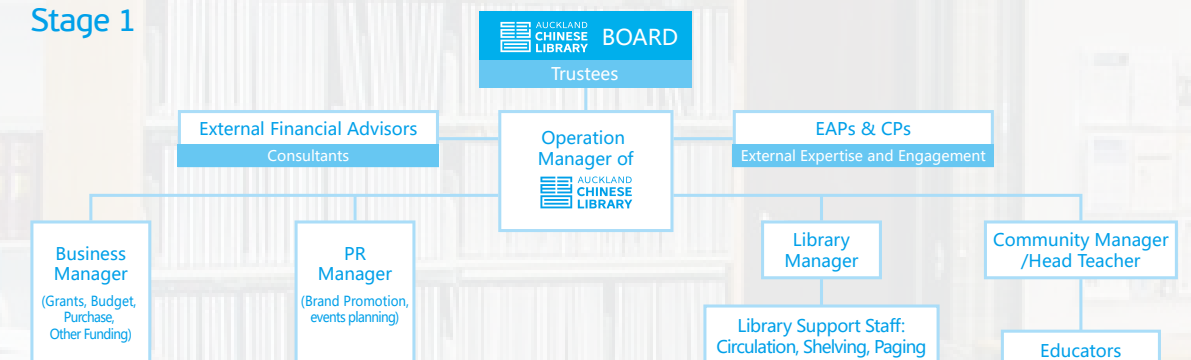
We seek cooperation in order to complete the exchanging and recycling of Chinese books within New Zealand and speed up the circulation velocity. We are also seeking cooperation and assistance from other institutions and organizations in New Zealand and China, such as Auckland Council, Xinhua Bookstore, Mining University Press, educational institutions and other social organizations.

6. Organizational Structure

Empower the workforce for maximum performance. Streamline the administrative structure and improve the work efficiency. Organize and manage the library to facilitate change. Adopt new methods and fulfill its mission. (Please see Appendix 1 Organizational Structure.)

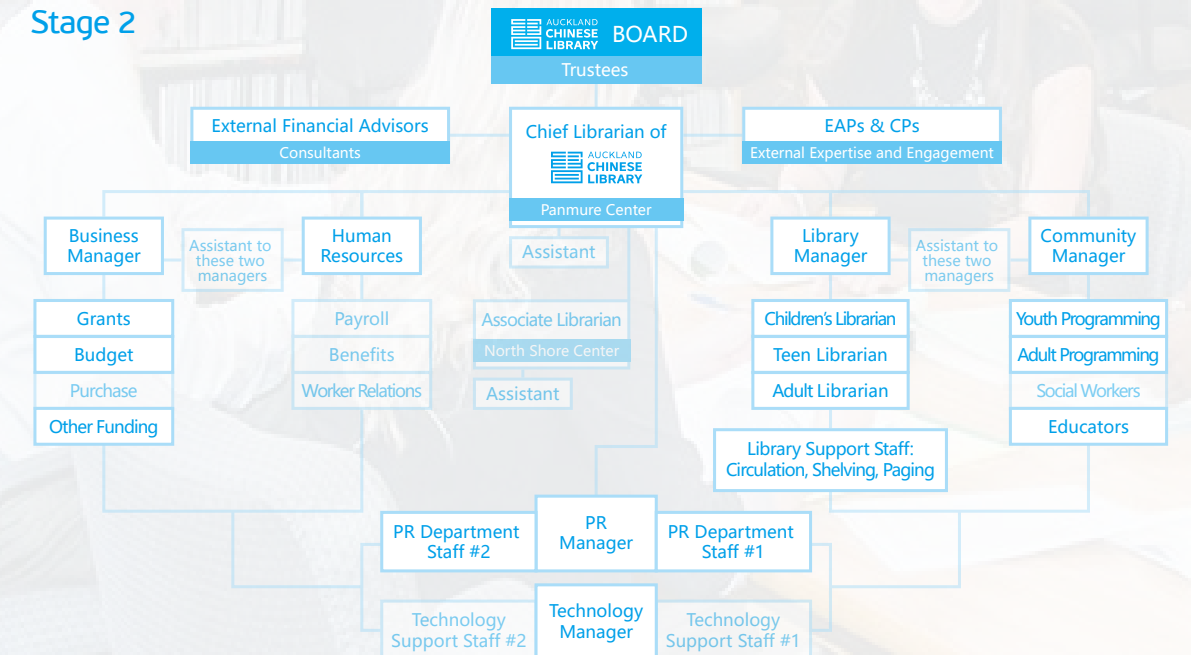
Outcome

Stage 1



Action

Stage 2



Implementation Plan

Overview

The decoration of Auckland Chinese Library is completed and we are just waiting for the books, bookshelves and sufficient funds. In the next two months, we are mainly intending to improve the documents, build a website, apply for grants, purchase office supplies and run programmes. By the middle of June, Auckland Chinese Library should have collected enough books, book shelves and furniture. We will try our best to make the library management system perfect in order to get ready to open to the public. So according to our present working conditions, we will firstly run part of the community programme before the library is open to the outside world comprehensively.

Community programme

The community programme is not only for educational modules but also for youth programmes, adult programmes and social works modules. In regard to the youth and adult programmes, we will sponsor a series of activities around the reading the Chinese books and learning the Chinese language and culture. The activities will suit people of all ages from infants, young children, teenagers and adults. As for the educational module, the programmes we have run are school holiday programmes and the curriculum of The Classic Chinese Civilization (see Appendix 2, Vocation News-letters).

Now, we are busy with the after-school programme. When the school holiday programme is over, we'll offer courses on Chinese language and the traditional Chinese culture for young children, one or two hours a day after school from Monday to Friday (except public holidays). Concerning the classroom learning contents, we will give priority to Chinese reading and writing, from the elementary to the profound (from the easy to the difficult). These courses can help learners to lay a solid foundation in Chinese language and further consolidate their learned Chinese language courses in school. The courses of The Classic Chinese Civilization mainly introduce the classical Chinese culture only to adults. We will formally start this class at the end of June, two hours every Wednesday evening, totaling 36 hours in a year.

We will continue to offer classes in Chinese culture, such as Taichi, Chinese painting, Chinese Calligraphy and Chinese chess, etc. Meanwhile, we also offer lectures on survival English to new adult immigrants with Chinese and English bilingual teaching methods. We will try our best to help them smoothly get through the transitional period of their time in New Zealand.

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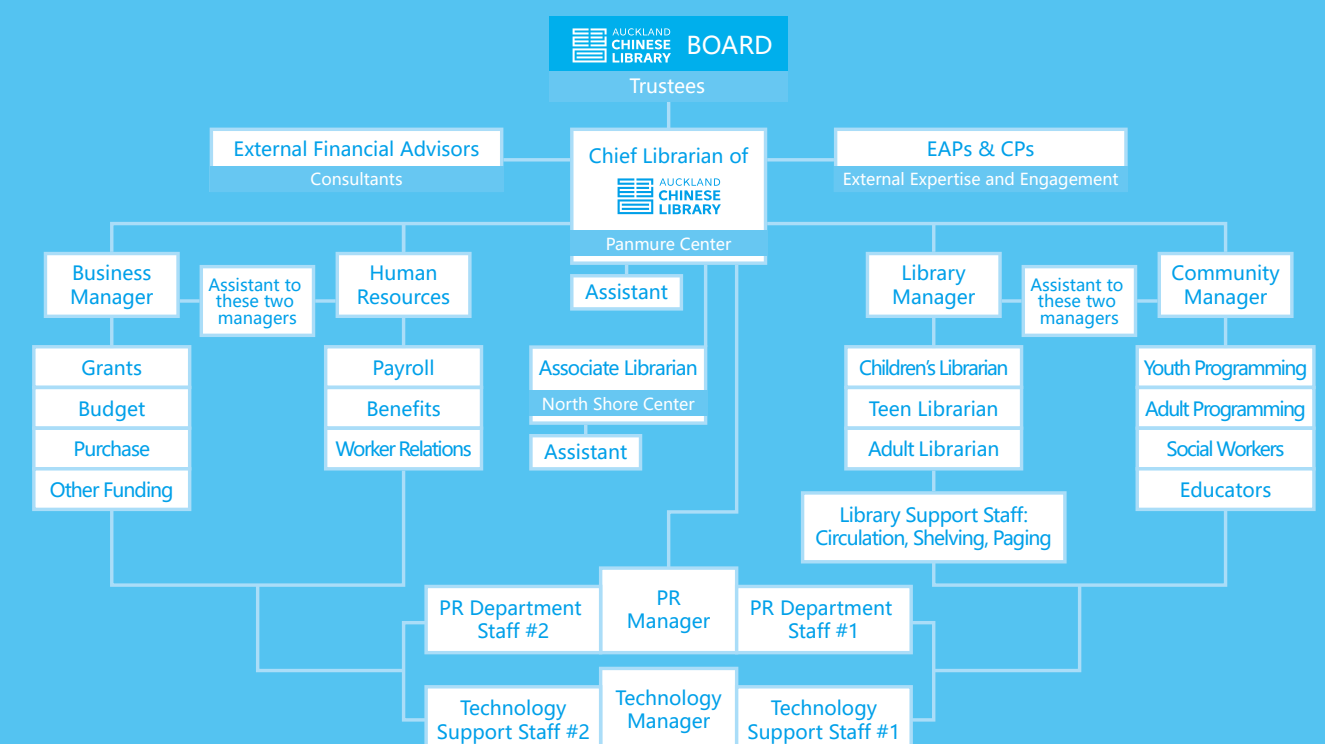
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Appendix 1

AUCKLAND CHINESE LIBRARY Organisational Structure (2017)





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