



Name of Community Group	Name of Business
Hume City Council	The Age Company Ltd.

Partnership Description
The Age Library – Hume Global Learning Centre.

Tell us about Your Community Group	Tell us about Your Business
<p>The Age Library opened in May 2003, as the first ever library in Broadmeadows, in the southern part of Hume City Council.</p> <p>This area represents over 100,000 people and is an area highlighted by many studies as having multiple layers of disadvantage. It is highly multicultural and there are significant issues of literacy, unemployment and social dislocation.</p> <p>The Age Library is located within the Hume Global Learning Centre, which is a facility built by Council, with help from the State Government, The Age, Ford and The Pratt Foundation to facilitate more learning in Hume and better outcomes for the community. The Age Library is part of a renaissance for the Hume libraries, where the library is at the core of working with the community to generate more learning across all of the community.</p> <p>When it opened, The Age Library had 35,000 items (now closer to 50,000) and in the first months 35,000 people per month are visiting the library.</p>	<p>The Age publishes a newspaper (est. 1854) in print and online and also publishes magazines and books. Victoria's leading broadsheet newspaper. Readership of 670,000 Monday – Friday, 900,000+ Saturdays.</p>

Why did you want to become involved in a Partnership?	
<p>The Age is an important employer in Hume and shares a positive and strategic relationship with Hume City Council.</p> <p>The philosophy of The Age in terms of improving and promoting literacy very consistent with that of Hume City Council and the Learning Community Department in particular.</p> <p>The Age has a special focus on education and learning programs for young people. Over 30% of people in Hume are under the age of 18 years and the programs and objectives of The Age are</p>	<p>The Age wanted to play a broader role in the community in the city of Hume where it had invested \$220 million in a new printing plant in Tullamarine.</p>

again in line with the needs of our community.	
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**What were you attracted to when choosing your partner?**

<p>The congruence between philosophies, objectives and programs The fact that The Age is a key and high profile employer in the area.</p> <p>The fact that The Age wanted a long term and proactive partnership – sharing ideas and resources.</p> <p>The Age wanted to connect with the community in which they were now operating (Tullamarine plant) and were seen by us to be excited by the opportunity to do this through our service.</p>	<p>We were approached initially by the City of Hume to contribute to the building and development of a library.</p>
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**Detail the first steps of the process of developing your partnership. Where did you start?**

<p>From the stage that The Age was considering the relocation of its Print Centre to Tullamarine (in Hume City); relationships between both organisations have been extremely open and positive. Council could see substantial benefits in having such a major, prominent business and employer located in the City. The Age had already sponsored such activities as the Hume Business Breakfast. The Age was in the process of establishing its Print Centre in Hume when, in discussions about further potential partnership opportunities, Council raised the Global Learning Centre as an exciting new project that The Age might wish to support. The Age saw excellent win/win opportunities for sponsorship of the library given the interest in encouraging reading and the centre's prominent positioning.</p>	<p>Initial discussions with senior officers of Hume, The Age and Fairfax.</p>
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**What have been the benefits – both short-term and long-term?**

<p>Ability to resource the library as it was being built.</p> <p>Access to The Age's print and electronic resources, on an ongoing basis, enhances the opportunities for the community, especially students.</p> <p>Our ability to engage with local schools, teachers and students is enhanced by the programs that we run with The Age.</p> <p>Access to key people within The Age and who have a relationship with The Age enables our community to connect with 'the best' and learn from them</p>	<p>The library opened for business in May 2003. Since May, the Library:</p> <ul style="list-style-type: none"> <li>• Has had 31,000 visits per month (from a catchment population of 100,000)</li> <li>• Seen 1,000 items borrowed every day and this is growing</li> <li>• Librarians are answering 1000 reference enquiries each month</li> <li>• Has a special focus on multicultural services and holds materials in 10 different languages. Recent data shows that for example, each Vietnamese item has been borrowed 4.5 times since</li> </ul>
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<p>Examples:</p> <ul style="list-style-type: none"> <li>• staff at The Age providing their expertise into our marketing efforts</li> <li>• Access to authors and journalists for programs for adults and kids</li> </ul>	<p>opening.</p> <ul style="list-style-type: none"> <li>• Over 650 children attended story time and activities in July alone. The Age Library offers bi-lingual story time in English, Vietnamese, Arabic and Turkish.</li> <li>• Since opening 8,000 people have joined the Age Library. The library is attracting 2,500 new members a month.</li> <li>• There are 14 internet computers in The Age Library, translating to about 1700 half-hour bookings per week.</li> <li>• The Age now supplies all copies of The Age on CD Rom.</li> <li>• Programs are being developed with the Australian Centre for Youth Literature.</li> <li>• School tours of The Age's new print facility are being offered to schools within the City of Hume.</li> </ul>
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**What contributions does your organization make to the partnership? (e.g. in-kind support, volunteers, membership on Boards etc)**

<p>We undertake the co-ordination and promotion of any joint activities</p> <p>We host programs in the Hume Global Learning Centre (The Age Library) and also at branch libraries</p>	<p>While the relationship between The Age and the City of Hume commenced with a cash contribution to the establishment of the Hume Global Learning Centre, the relationship is dynamic and strategic.</p> <p>Examples of this include:</p> <ul style="list-style-type: none"> <li>• The Age provides copies of all our published material to the library. This includes study guides for VCE and other students, as well as teacher guides.</li> <li>• A program of teacher training has been developed, using the resources of the Age to work with our local teachers, giving the skills in the use of current events and the media in a range of curriculum contexts.</li> <li>• Promotion of the Hume and Global Learning Centre through The Age in order for the community to dispel old myths and prejudices about the community, its capacity and activities.</li> <li>• Support for a range of literacy programs, including author visits, writing workshops, and debates. Providing the community with access to high profile authors and journalists essential to establishing role models.</li> </ul>
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**What have been the challenges?**

<p>There are so many programs and projects that we want to do together, but don't have time to fit</p>	<p>None really.</p>
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<p>in at present.</p> <p>It is a delight to work with The Age and there have been no other challenges.</p>	
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<b>What have been the lessons?</b>	
<p>That if the corporation is in it for the right reasons, and your objectives and ethos are aligned, working together is easy and productive.</p> <p>That there are untapped resources inside organisations that are willing to participate.</p> <p>That 'ownership' of the relationship needs to be at all levels of both organisations.</p> <p>That working together beyond simple 'sponsorship' created relationships and understanding resulting in many ideas and opportunities for projects.</p>	<p>Partnerships are very worthwhile because they directly involve the community in a way pure sponsorship does not.</p>

<b>What advice could you offer to others thinking of forming a partnership?</b>	
<p>Make sure that you are both aligned in terms of your desired outcomes.</p> <p>Look for positive and achievable 'wins' early on. Generate the excitement and positive perceptions within both organisations.</p> <p>Look for opportunities to engage staff at all levels and offer them opportunities to work with people from the community and the partner organisation.</p> <p>Ensure that you are committed to providing support to the partnership in the long term.</p> <p>Leverage from the existing programs, resources and talents in the organisations.</p> <p>Promote your partnership in the community, within the teams working on it and to the decision makers in both organisations.</p>	<p>Encourage everyone to do it. It is important that there are synergies between one's business and community project.</p>

<b>What plans do you have for future partnerships – with either your current partner or with other organisations?</b>	
<p>The Age is providing a resource to assist with the marketing of the Hume Global Learning Village and Hume Global Learning Centre.</p> <p>Further literacy programs, promotion of the enjoyment of reading, youth programs, teacher professional development programs</p>	<p>In the future, both The Age and City of Hume are planning to develop further programs such as inviting Age staff to be mentors and experts in programs working with young people and programs improving literacy through gathering the stories of migration and settlement.</p> <p>The Age sponsors over 50 organisations and 35 community/charitable organisations.</p>

We also partner with Ford Australia. Ford has supported the Eplay (internet) area in the Hume Global Learning Centre, which will open soon.

We also anticipate working with Ford on a project to bring computers into the homes of disadvantaged kids.

We are also working with Telstra in developing a computer / internet introductory program. This program will be with a range of Hume Global Learning Village members, such as the libraries, schools, neighbourhood houses etc.

**If you are willing to assist other businesses or community groups in advice on partnerships would you provide your contact details for others to talk through any questions they may have?**

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