Breaking through the killer-phrase barrier: multiculturalism and your library

Paper presented at the Annual Conference of the New Zealand Library Association, Dunedin, August 1985

STEPHEN MURPHY

You will notice in your Conference programmes that the official title of this session is 'Stop making excuses; multiculturalism and your library'. Before I get into this discussion, I would like to disclaim any responsibility for the phrasing of that title, which was the laudable work of the Conference Committee looking for snappy titles designed to catch the eye and maybe a good attendance at this session. It is not my intention to make anyone feel totally inadequate in this area, a field of librarianship which does require special qualities and a considerable amount of personal learning and commitment from individual librarians. What I would like to do during the next hour is to offer you some guidance based on my own experience, in the hope that you will gain a little inspiration in the process, and a greater confidence in your endeavours to serve all the people in your local community, who come from widely divergent backgrounds. My own title for this session is 'Breaking through the killer-phrase barrier; multiculturalism and your library', since I see greater merit in the dangling carrot method, rather than the raised stick.

At the Joint LAA-NZLA Conference in Christchurch in 1981, I spoke about the personal development or inner transformation which librarians need to undergo if they are to be fully effective in this area of their craft. I wish to cover quite different ground today. This will be a practical exercise, a description of the way in which we went about the planning of our new branch library at Cannons Creek, which opened in May this year and has maintained a 400 per cent increase in issues since then. I have a combination of slides and videocassette to show you this in detail, and this may be of some practical use should you be looking for a little advice which is based on another library's actual experience. I would like to close then by scaling the mountain of killer phrases which librarians have had to face in the past to bring about change. There is one in particular which I feel needs to be challenged and laid to rest here today.

Cannons Creek: the planning

The City of Porirua is geographically a most attractive but spread out combination of two harbours bounded by hills, serving a population of just over 41,000 at last count. It has, I am told, the longest coastline of any local authority in New Zealand, and from a socio-economic and cultural point of view, a very diverse population. To the east of the main highway, which bisects the city on a north-south axis, is a large concentration of State housing in the Cannons Creek and Waitangirua areas, which provides homes for a community of mainly Maori and Pacific Islanders, who make up 60 per cent of the total population in those two areas. The Pacific Islanders have migrated to New Zealand over the past three decades in search of employment opportunities, and come, in the main, from the Cook Islands, Niue, Samoa, Tokelau Islands and Tonga.

Up until April this year, we had a small branch library next to the Cannons Creek School, across the road from the main shopping area. A pedestrian crossing opposite the school provided a safe crossing point on a very busy thoroughfare. The branch library, in a small (and musty) converted house of only 500 square feet, served children in the main, although a good collection of light reading for adults, much of it in paperback editions, was maintained for adult use. Open for fifteen hours per week, the branch typically issued about 950 books per month.

Several years ago, when our current Town Clerk was appointed, a very good deal was arranged by which Council land, set aside at the rear of the shopping centre for a new library, was sold, and an existing building in the shopping centre, with a floor space of 2,500-3,000 square feet, was purchased for future library use. This building could not be occupied immediately because long-term leases had been negotiated by their current tenants, vacancy being scheduled for the early 1990s. So, a lease was arranged for a building on the northwest corner of the block, a shop vacated by a draper at the end of January this year. This is a textbook site, providing an excellent frontage of large windows on two sides, ample parking in the front, clearly visible by traffic approaching from the west, directly opposite the school, and plumb in the middle of a shopping centre which enjoys a high pedestrian traffic. With a butcher on one side and a second-hand furniture shop on the other, who could ask for more? Bibliographic bliss, no less! This new site has a floor area of 1,500 square feet, three times the size of the old branch library, but has no potential for increased growth, although it is anticipated that the branch will be relocated in the larger, Council-owned premises on the other corner of the shopping centre next to a supermarket, when this site becomes available in the early 1990s.

It was clear to the Branch Librarian, Bev Crane, and myself, that the new branch would have to be open for longer hours, provide a much increased bookstock, and most important of all, be attractive to the predominantly Maori and Pacific Island community of Cannons Creek, if it were to be a success. We anticipated that the new library would serve as much as a drop-in centre for the elderly and unemployed, as a traditional public library. We drew up a list of ideas which we thought might be practical, and arranged to attend the next meeting of the Cannons Creek Community Council, where a wide-
ranging discussion, led by the Chairman, Mr Ioane Teo, finally settled on a number of features which they felt would appeal to the residents. Those features were: a traditional opening ceremony, multilingual signs, carved panels, Teletext, Pacific Island, Wellington regional and local community newspapers, comfortable furniture which would attract the sometimes lonely older people, many of whom lived alone during the day while their families were away at work. Seeking the guidance of this group was a most successful move because it opened up to us, especially through Mr Teo, a Tokelauan community officer employed by Maori Affairs, a network of advice and assistance which would not have otherwise been available to us.

We approached the Director of the Maraeora Carving School about carved panels and met with a very positive response. We saw a need for the carvings to link the library first with the landforms of the district, and secondly, to a central theme in the lives of all New Zealanders — migration. We wanted to stress the fact that all New Zealanders are either immigrants or the descendants of immigrants, that the more recent peoples to settle in the area were following an age-old pattern in bringing a richness in terms of culture and language which enhanced the whole community. To associate the library with the district, we drew upon the story of the taniwha, Pari Pari, which created the twin harbours of Porirua. The carvings were done by graduates of the carving school under a Department of Labour V.O.T.P. scheme, for which we provided all the materials and many of the tools required. A joint meeting was arranged to co-ordinate all of our planning, with representatives from Maraeora Maraee, the carving school, the Kohanga Reo, a sub-committee of the Community Council, the local Ministers Fraternal, and the Porirua Language Project.

One of our greatest concerns was the opening. It had to be done in the traditional Maori fashion (Porirua East is Ngati Toa territory), incorporating the powhiri or formal welcome, whaikorero (speeches) from representatives of all the major groups involved, dedication of the new premises, the unveiling and blessing of carvings, and last, but certainly not least, the hakari or traditional celebratory 'feast'. The Kaumauta of Maraeora, Mr Alf Potaka, generously agreed to organise this aspect of the opening. The Ministers Fraternal sorted out an original service in Maori and English, to dedicate the building and bless the carvings. The Kohanga Reo accepted a contract to do all the catering for the opening and arranged for four young men, trainees on the Maraeora Kokiri Basic Skills scheme, to help us shift the bookstock and fittings from the old building to the new site. A network of people in the Cannons Creek community, fluent in English and their own languages, agreed to translate bookstock subject divisions into their own languages. And the co-ordinator of the Porirua Language Project pledged her support in arranging for participation of the local Khmer, Laotian and Vietnamese communities.

Only three weeks before the official opening of the new library, the building was a mess, but everything eventually fell into place more or less on schedule (mostly less in some instances!). The depth of our planning with the organisational structures already in the community ensured the success of the project. On opening day, despite cold, blustery, southwest conditions, about 200 people turned out for the opening, held in the Cannons Creek School hall, and it was a tremendous success. There were tears in the eyes of many of the older people who couldn’t believe that libraries, those formal Pakeha institutions, could also reflect their mana, their language.

Special features

Let’s concentrate for a moment on some of the special features of the library, the most obvious of which are the multilingual signs. These were made by a local firm and come in two distinct formats. The directional ones feature white lettering mounted on black perspex panels which are secured to the walls, the front of the issue desk and the book return bins, or are suspended from the ceiling on chains. They indicate: welcome, goodbye, children’s section, adults section, reference, books issued here, books returned here, general enquiries, no smoking please, and an acknowledgement to the local people who did all the translations. At the end of each line of shelving is a customboard panel, on which are glued two plastic tracks. Between the tracks slide clear perspex panels with lettered Dewey classifications and subject divisions cut out in reverse and adhered to the back of the panel, so that they appear correct when viewed but remain inaccessible to picky little fingers. The advantage of this system is that when the bookstock is moved, the subject panel is slipped out of the tracks and is simply relocated in the tracks at the end of the bay to which the books are shifted. This is not an original idea, I must add. I saw it in operation in the Box Hill Public Library in Melbourne in February this year. The only difference is that their lettering was fixed to the outside of the panels, and the public have obligingly picked away half the letters of many of the subject divisions. (The system is currently being introduced to our Central Library also.)

The signs are in seven languages in the following order: English, Maori, Cook Islands Maori (Rarotongan), Niuean, Samoan, Tokelauan and Tongan. We are currently organising the addition of two more (Khmer and Vietnamese), once we have devised a system to reproduce the intricate Khmer script. Maori, as Te Reo Rangatira or the indigenous language of Aotearoa with its special place in our culture, is picked out in red, all others being rendered in black.

The carvings are very distinctive in their construction and colouring. Traditional Maori carving follows certain styles and conventions, is usually done in totara, and the finished product is either stained or painted an ochre or dark brown colour. These ones are carved into customboard, unbelievable though it may seem, and a three-

Three weeks before opening day: Aue! Taukiri e!
Three weeks later, the old draper’s shop has been transformed

Dimensional effect is achieved by laminating or gluing carved pre-cut pieces from another sheet of custom-board to the first. The finished panel has then been stained in the bright pastel colours of water-based polytints. Between the carvings are tukutuku panels in the Poutama pattern (stairway to heaven/knowledge) made by young women on the Maraeroa Basic Skills scheme from traditional materials. Other features of the new library which are well used are the Teletext (the children in particular are great fans), the Pacific Islands newspapers, and games available at the desk which are in high demand after school.

Prognosis

We anticipated that, having put so much effort into involving the local community in the design of their library, the new premises would be well used as a drop-in centre, and they certainly are. There are several distinctive ‘shifts’ of people in the library: the old people and unemployed up to 2.55 p.m. who then leave just in time for all the schoolchildren to pour through the front door after school. What we were definitely unprepared for was the huge success of the library in providing its traditional service, i.e. books and magazines. The average monthly issue has leapt from 950 to over 4,000 and we now have the utmost difficulty in providing sufficient stock to meet public demand there. (Some librarians from our region have indicated that they wouldn’t mind having that problem!) Part of the popularity can, of course, be attributed to a much better site and to the extended hours (26 1/4 compared to 15). But the majority of all issues occur after school between 3 and 5.15 p.m. Obviously we’re doing something right, and we have shown that Maori and Pacific Islanders, given a library with which they can readily identify, have no hesitation in making the most of its services. The spiritual aspect of the official opening was a key factor, we believe, in the respect with which the community has treated the new premises. The lack of multilingual materials has not been a problem at Cannons Creek. We duplicate the available titles heavily, all of which are on issue most of the time, people in that community seem to have wide interests and tastes. The presentation of the majority of books in English has not been a barrier to public usage of the library. Nor is the lack of multilingual skills a problem for our Branch Librarian or other relieving staff. The key to success in interpersonal relations, in our experience, is a personal commitment to do the very best you can for everyone who uses your library, to treat everyone with respect and courtesy, based on the certain knowledge that you are paid by your users to provide those library services. Too many public librarians, I believe, still haven’t made that connection.

The killer-phrase barrier

One of the greatest restraints to progress in this area of librarianship, in my own experience, is the formidable wall of objections and negative considerations put up by the people with whom you work. You are probably all
It is designed to maintain the status quo, to avoid uncomfortable change, whatever the need. Let's list them:

We've never done it that way before — It won't work
- We haven't the time — We haven't the manpower
- We've tried that before — It's not in the budget
- We're not ready for it yet — All right in theory, but can we put it into practice? — What will the borrowers think? — Somebody would have suggested it before if it was any good — Too modern — It's not required nowadays, all right years ago — It's too late now — Let's discuss it at some other time — You don't understand our problem — We're too small for that — We're too big for that — We have too many projects on now — Let's make a market research test first — It's been the same for 20 years now, so it must be good — What nitwit thought that one up? — I just know it won't work — Let's think it over for a while and watch developments — That's not our problem — Won't work in my territory — Our borrowers won't stand for it — You'll never sell that idea to the Chief Librarian — We can't do it under the regulations — That's not policy — Don't move too fast — Why try something new now? The issues are pretty good — Here we go again — Let's put it in writing — I don't see the connection — Political dynamite — Sounds good, but I don't think it will work — It's not in the plan — We've never used that approach before — It'll mean more work — It's not our responsibility — It will increase overheads — It will offend — It won't pan out — Our people won't accept it — No junior library assistant is going to tell me how to run my library — Not my idea, can't be any good — Don't rock the boat — We're going to have to stop sending our staff on refresher courses if they keep coming up with such barmy ideas — It's in the ten year plan — We can do without this hassle — (and, wait for it) Let's set up a committee to report back to us (within the next ten millennia).

Are you getting the idea now? The possibilities are endless. There is one killer-phrase, however, which has been sufficient for decades to send Pakeha librarians interested in improving their services to all groups within their community scuttling back into mediocrity. That phrase, and I have had it thrown at me by comfortable, middle-class Pakeha who are committed to maintaining the monocultural flavour of their libraries is: That's just tokenism. Isn't that a beauty! Take a liberal dose of guilt-inducing overtones, a soupçon of covert hostility, a superior tilt to the chin, a large helping of scorn ladled out with the words, a dash of the superciliously raised eyebrow, and there is the perfect torpedo to sink without trace any librarian determined to bring about positive changes, reflecting the multicultural and multiracial character of New Zealand communities. As a rationale for doing nothing, it has no peer. Yet it forms part of the vocabulary of librarianship, and I believe it is much to our discredit. If as much energy were channelled into making our services multicultural and responsive, we would secure a long future for ourselves. You need only take the steps that we did to canvass local community opinion and ensure that their wishes are implemented in the presentation and range of our services, to show that this charge of tokenism is a sham.

One of the more 'reasonable' explanations I have heard advanced to defend a policy of not using multilingual signs is that they will create expectations. I cannot think of anything more reasonable than that local people, from all socio-economic and ethnic groupings, should expect that the public library service which help to fund should reflect its bookstock and presentation something of their own culture and language. There is certainly a problem in providing sufficient bookstock dealing fairly and realistically with different cultures. But as Will Ngan of the Wellington Multicultural Educational Resource Centre has pointed out to successive intakes of library school students, the use of multilingual signs and photographic/artistic murals which depict in a positive light people from other than the dominant culture helps to raise the self-esteem of those people when they use your library, and reflects your overt recognition that there is more than one viewpoint on the central issues of human existence.

I recognise that there is almost infinite potential for librarians to back-pedal in this area, and perhaps I have resigned myself to seeing this continue in the future. What I hope to see is at least a few adventurous souls prepared to 'give it a go'.

Conclusion

I said at the beginning of this paper that the emphasis would be on practical advice, and I have tried to demonstrate how one New Zealand public library has gone about improving its services to take account of non-Pakeha values in the Porirua community. I hasten to add that what we have done is a starting point only, and I see room for much improvement yet, particularly in disposing of bookstock with distorted, monocultural views of other cultures flourishing within our boundaries. The relationship between our library and those who took part in its planning is a dynamic one, with strong communication links maintained and constantly active. One of the most appreciated acknowledgements we made to the input from the local community was to hang framed photographs of the carvers and tukutuku weavers who contributed their striking panels to the library. That sort of overt partnership will ensure that our libraries continue to respond to our changing community. By the year 2000, the proportion of non-Pakeha people in our general population will have increased enormously. If we, the librarians of today, do not anticipate this change in the years ahead of us, we may very well have the sort of changes forced upon us that will be difficult to live with.
Notes & Comment
NZLA Conference 1987
Monica Hissink (Convener, 1987 Conference Committee) writes:

'Information path to the future' is the theme for the NZLA Conference to be held in Wellington, at the Michael Fowler Centre, 9-12 February 1987.

In Cul de Sac: The Question of New Zealand's Future (Wellington: Unwin Paperbacks, 1985), Professor Harvey Franklin writes:

If, as is most likely, we remain trapped in our cul de sac it is important to remember that the cul de sac is not a geographical one. It is one we ourselves have created in response to a major phase in the development of capitalism and its associated geopolitics. A phase that is now at an end. During the phase we have borrowed ideas, practices, institutions and forged trading links that gave us a view of ourselves and the world in which we live. That world has changed. To hold any position at all in it we must change: change those ideas, those practices, those institutions we still regard as our achievements but which in fact have become our bonds. (p. 178)

It is obvious that the dissemination of information must form an important part in this process of change. The Conference will focus on the processes of change, the definition of information, our role in providing cultural, vocational and industrial information services, and the requirement for our profession to participate in change.

Joe Hendry, Director of Libraries, Renfrew District Library Service, will be a keynote speaker on devising services at a time of social change.

A venue such as the Michael Fowler Centre gives librarians the opportunity to market the profession and to improve public awareness of our diverse roles. The Committee will be contacting members and asking them to assist in staffing a stand which employers, parents, and school leavers can visit to discuss career opportunities or the advantages of employing a librarian in their companies.

Another feature of the Conference will be the opening of the trade exhibits to the public. This gives a marketing advantage to exhibitors, and also indicates to the general public the scope of the modern library/information service which exploits all current technologies and forms of information. Trade exhibitors will be invited to give brief 'Product reviews' within the Conference programme, as was done at the On-line '86 Conference in Sydney.

The success of the Conference will depend on everyone being able to participate. Some workshops or discussion-type sessions will be incorporated, for example, on learning about marketing strategies, or on devising collection development policies. The Committee have also set aside sessions during which issues of concern to Library Assistants can be considered. Section C students will be invited to attend Conference.

The success of the Conference will also depend on a lively social programme, and the Wellington Branch is working to ensure you enjoy the amenities of the Capital City. Wellington is fortunate in the number and range of libraries it has and the Special Libraries Section are planning a directory of sources of information and collections you may wish to visit. The new National Library will be available for visits and a preview of its future services.

Wellington 1987 —

• A conference to discuss the diverse roles we need to develop to provide an 'Information path to the future'.
• A conference to give you the opportunity to visit the new National Library, and over 100 other libraries in Wellington.
• A conference to market the diversity of our profession to employers and school leavers.
• A conference to enjoy the Harbour Capital and its amenities.

Reviews
The British contribution

This volume of proceedings of the Library Association's Brighton Conference in 1984 serves to illustrate the folly of publishing all of a conference's papers. Well considered papers of some substance become uneasy bedfellows with those of clearly a slighter nature. Après speech comments from the floor are also included and serve to illustrate what may be a universal phenomenon for it is as apparent in some of the Brighton sessions as it is in the Antipodes how quickly members of the audience can stray from the topic of the session to chase their own red herrings.

These comments apart, there is much of value in this little red library book.

The Conference was arranged in conjunction with the British Council and half of the contributions reflect the theme 'Librarianship without frontiers' by focusing on the role of British publishing and of the British Council in promoting British books (and English literacy) in places as diverse as Europe, Africa and South-East Asia.

Certainly the papers together provide a useful if varied potpourri of information on the British Council and its relevance to libraries internationally. It has had a far more influential role in predominantly non-English speaking countries than we would ever guess from seeing the British Council at work in New Zealand, even with their sponsorship of visiting speakers to NZLA Conferences. Wilf Saunders, a recent British Council visitor to New Zealand, presented a fairly comprehensive paper on 'Librarianship worldwide: the British Council's contribution'. Mention of the Council's establishment of the first free public library service in Fiji is, however, the closest we get to New Zealand.

The balance of the seven other papers concern themselves with issues close to the British librarian's heart and most of the issues raised are relevant to the New Zealand scene. Given the theme of the Conference, one might have expected a session on providing services to multicultural communities but this barely rates a mention.

NEW ZEALAND LIBRARIES, v. 45, no. 2, June 1986
Notes on Contributors

Tony Simpson is a Senior Industrial Officer with the New Zealand Public Service Association with particular responsibility for all matters concerning broadcasting. Formerly Deputy Director of the Queen Elizabeth II Arts Council of New Zealand and a founder with the New Zealand Broadcasting Corporation and President of PEn International (New Zealand Centre), he is also the author of a number of books including 'The Sugarbag Years, Te Tiri Pakeha: The White Man's Anger and A Vision Betrayed: The Decline of Democracy in New Zealand.

Euan M. Miller has been State Librarian at the State Library of South Australia since 1983. A New Zealander who earlier in his career was Deputy City Librarian at the Dunedin Public Library, Mr Miller has had considerable experience with computerisation in both public and academic libraries and over the last six years has had much to do with occupational safety and health associated with data processing from both union and management viewpoints.

Stephen Murphy has been City Librarian at Porirua Public Library since 1984 and was formerly Borough Librarian at Kapiti Public Libraries. The author of a number of papers and articles, Mr Murphy has served as Chairman of the Public Libraries Section, NZLA (1980-83) and has taken an active interest in public library services to multicultural communities.

by the Alexander Turnbull Library Endowment Trust, the Trustees of the National Library of New Zealand and the John Stout Trust. Ross Harvey is eminently suited to the task, having recently completed a doctorate in music bibliography; professionalism permeates his Bibliography.

The scope is clearly set out in the Introduction: all material published as monographs or periodical articles or produced as dissertations up to the end of 1983 is included. The compiler covers the whole field of music and musicmaking in New Zealand, with the main exceptions of recent popular music, Maori music, material published in newspapers and review notices of performances. After each citation is given, the compiler gives the siglum indicating where the work was situated (if not at the Turnbull Library). Most citations, helpfully, have a brief annotation.

Chapter One lists and annotates the main sources used. Also indicated are sources containing "useful material out of scope for this bibliography but potentially profitable for further examination", for instance, much of the material found in 'The Listener'.

We are here informed, in a note, that two indexes are in progress for the latter (one at the Turnbull Library, the other at the School of Music, University of Canterbury). It is to be hoped that the indicated potential of newspaper articles on music will somehow be fully researched and made available, too, by a bibliographer (Dr Harvey, perhaps?).

The main body of the Bibliography consists of 2,247 entries, arranged by subject, in a fairly detailed but coherent manner within ten chapters. The author index is followed by a subject index, which supplements the subject arrangement of the work. Chapter Two opens the bibliography properly, differentiating neatly between writings which deal with the history of music and those which summarise activities and events at the time of writing ('surveys'). Histories and surveys of specific types of music, for example, opera, are listed in other chapters.

Composers are listed singly and also in a section of writings about more than one composer. A note refers to additional citations to be found in later chapters, for individual composers who may be primarily active as performers or teachers. Indeed, relevant notes giving additional information, or clarifying inclusion policy, are a generous feature throughout. Alfred Hill, for instance, is represented only by his New Zealand activities (writing and teaching) and not, for example, those of his time in the Tasman may be found in Crisp's Bibliography). Attention to detail is altogether meticulous, reinforcing the conviction of the user of this work that it is finely ordered and thorough. Incidentally, there are 40 citations for Douglas Lilburn alone — more than for any other composer, as might be expected.

Writings on performance and performers include the feathered variety: Casually foraging here one can find (under 'General writings') 'Bird-song and New Zealand song-birds' (No. 433) with, nearby, 'The behaviour of audiences: it could be better', from The Listener in 1947 (No. 435), and 'A newspaper's cry' (No. 444; Frederick Page writing in 1939). More seriously, one is impressed by the exhaustiveness of the list of individual performers, comprising a veritable Who's Who in New Zealand music. The whole is a generous feature a short chapter of their own, as certain to certain doings on bands and bandsmen (22 pages!). Music journalism, criticism and the music trade largely constitute the final chapter.

It would be difficult to find fault with any aspect of Ross Harvey's bibliography of New Zealand music. The whole is tastefully presented: a clear format and attractive, illustrated covers. Of all the counts, this is a major achievement. It will prove indispensable to researchers in New Zealand music. Ross Harvey deserves their (and our) thanks.

Beverley Ansonbe
University of Auckland

New Zealand music


Why have students of New Zealand music, not to mention social historians, and music and reference librarians, had to wait so long for a comprehensive bibliography in this field? A number of reasons: the appearance of Deborah Crisp's Bibliography of Australian Music (Armadale: Australian Music Studies Project, 1982), Ross Harvey was prompted to produce the New Zealand counterpart. Most fortunately, financial assistance for the project was provided

Michael Woolscroft
Dunedin Public Library

NEW ZEALAND LIBRARIES, v. 45, no. 2, June 1986