



# Libraries Programmes and Events

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**Absolutely Positively**  
**Wellington City Council**  
Me Heke Ki Pōneke

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# Introduction

Programmes and events are **integral** to our overall customer engagement with our local customers and communities. Wellington is an innovative, inclusive and creative city. Our spaces will provide opportunities to connect, collaborate, be informed, explore ideas and identities, and enjoy learning and leisure to promote wellbeing.

Programmes and events are ways we share information and stories and discuss ideas. We arrange programmes, events and outreach activities to encourage the use of our collections and services by our local communities.

This focus is expressed in our Library Mission Statement: “to connect our communities to knowledge, wonder and possibilities”. Wellington City Libraries’ vision is: “open for creativity, connection and innovation”.

Manaakitanga will be at the heart of library experiences where all are welcomed and supported. Respect and uplifting the mana of library users will always be the paramount principle, especially when acknowledging alternate views. No activity may denigrate, speak against, or present negative images of another sector of the community. We respect and value difference at the Library. Customers requesting special accommodations are encouraged to reach out to library staff prior to any event so that provision can be planned in advance.

## Programmes and Events Vision

Our engaging programmes and activities will offer Wellingtonians opportunities to

- build lifelong learning and literacies
- inspire a love of reading in creative and fun ways
- explore and celebrate the diversity within our Wellington communities
- nurture a sense of belonging and neighbourhood connection
- discover and share living cultural knowledge to increase understanding, and
- enable participation in our local communities.





# Principles and Objectives

- We will be relevant and responsive to our Wellington communities and their needs
- We recognise Te Tiriti o Waitangi as the founding document of Aotearoa, New Zealand and aim to honour this commitment
- We will align to our public library service values of accessibility, equity, diversity and inclusion, trust and sustainability
- We encourage cross-community participation and engagement to build connection, sense of belonging, community resilience and active citizenship
- We will partner with other organisations who share our service values to deliver what is needed
- We will be purposeful across diverse community and cultural groups
- We will welcome people into library spaces to encourage deeper community connections with our overall services
- We take programmes and activities outside the library doors to where the people are already so that we add value to their own goals, reaching under-represented communities, or non-users
- We will build strong ties within our local neighbourhoods
- We will understand our strengths within the Wellington event scene to complement other organisations' roles and offerings

## Scope

An event / programme is an activity which is arranged by library staff, even if led by a partner or not held in a library. It may be part of a series, or one-off, in-person or online.

This policy relates to activities – programmes, activities, images or events - which will be easily viewed or heard by general library users, for example: movie screenings, audio video presentations, artistic, sporting and cultural events, dramatic or musical performances, tutorials and workshops, talks, classes and interactive events, as well as anytime activities such as colouring, or Lego building.



# Our programmes will

- Have a cohesive and balanced approach to ensure that there are multiple and different touchstones for customers to participate across the year
- Be of a non-partisan, educational, cultural, recreational nature or information on city, government or local community topics
- Be typically free (removing access barriers) and open to all within our spaces unless there is a compelling reason to limit numbers (such as health and safety, equipment numbers)
- Showcase our library services and collections, leveraging teachable moments
- Spark joy, creating a sense of fun and wonder with opportunities for serendipitous discovery
- Provide opportunities for people to come together in expected and surprising ways (connection and belonging)
- Foster literacies and life-long learning
- Enhance our public reputation, enabling visitors to build relationships with both the libraries and library staff
- Actively support and progress WCC strategies, including honouring our Tiriti partnerships commitment and valuing cultures and languages from our wider Wellington community
- Grow and support staff development and capability
- Optimise reach of activities digitally and in-person
- Feature Quality and Quantity objectives, for example, tapping into target communities, and audience impact results versus only aiming for the most participants
- Be sustainable across several fronts – adding value, feasibility (resourcing wise)

## Specific provisions

1. Programmes and events are arranged at the discretion of the Manager, Libraries, Archives and Community Spaces or their delegated representatives. Wellington City Libraries will make the final determination regarding all activities in our branches. Some events may be accepted with restrictions arising from pragmatic considerations, such as size, noise, event timeframes, health and safety, staffing impacts. If a request is declined or the decision is unsatisfactory, the person seeking the community event will have the reasons for the decision explained to them. If this explanation is not satisfactory, the Wellington City Council complaints procedure may be used, and this will be explained to the person.
2. The Programmes Team will use a range of criteria to determine the programme plan which are listed in Appendix 1. This includes
  - How the opportunity meets the objectives and specific provisions within this policy. For example, whether we held a recent event on a similar topic.
  - Community demand and audience level
  - Practical issues, such as proximity to other library activities, health and safety, space or resources required
  - Scalability
  - Outreach and community connecting opportunities
3. Programmes and activities may be targeted towards a particular audience, such as children, teen or language community and will be advertised as such. We will support different literacy needs across life stages.

4. Libraries welcome programme applications from individuals, community groups, small local businesses, organisations or cultural groups, artists or musicians, and educators. Please see Appendix 2 for more information.
5. Registration may be required for some activities such as when space or equipment is limited. This requirement will form part of the advertising to customers.
6. The Library will advertise and promote the programme or event on the Library Website and social media. The presenter is responsible for providing the design for marketing material content, which we will use in conjunction with the WCC brand guidelines.
7. Although the Library collection does not avoid contentious topics, in view of the fact that children and other vulnerable persons may be viewing displays or screens and over-hearing activities in public spaces, a higher standard of suitability, including location will be applied.
8. Any one event will not require all viewpoints to be represented.
9. Statements made or positions taken during programmes, events or activities within our spaces may not reflect the opinions or values of Wellington City Libraries, Wellington City Council, or its staff.
10. While we will treat loans of works or equipment with respect and care, we are unable to insure items not belonging to Wellington City Council. Lenders need to arrange their own insurance.
11. Programme presenters and attendees should expect that photographs and videos of general crowd scenes will be taken at events and used on the Library's social internet sites or website. Signage will advertise this to attendees. Permission from participants will be specifically sought for closeup images of individuals.

## **Programmes and Activities which are not Permitted**

1. Political displays or events for individual candidates may not be distributed or displayed unless they are clinics for Members of Parliament and Wellington City Councillors, or meetings of the Council and its Committees. Information from political parties or candidates are expressly prohibited from any form of displays or events within three months of a general or local election.
2. Library public spaces are not available as a venue for hire, or to restrict access to invited attendees during opening hours. Some libraries may offer meeting rooms, or alternate Council venues may be available to hire.
3. Programmes or events where a primary objective is to raise funds, market a company, sell items, products or services are not permitted. However, limited sales may occur as part of a wider event. For example, an author may provide a book reading, and then offer the book for sale to attendees for a short while after.
4. No activity may denigrate, speak against, or present negative images of another sector of the community. Respect and uplifting the mana of library users will always be the paramount principle, especially when acknowledging alternate views. We respect and value difference at the Library.

5. Activities where the primary objective is to encourage people to join a particular faith, lobby the community or government (including petitions), advocate a community action, or request donations are not permitted. Busking is not permitted.
6. Our facilities and programmes are not to be used to access, create or share unacceptable material. This means you are not permitted to use our spaces, or services (such as Wi-Fi) for illegal activities, including accessing explicit content which may reasonably be considered to be objectionable as defined under the Film, Videos and Publications Act 1993. These include sharing content which
  - Contains pornographic material
  - Depicts acts of torture, cruelty, violence or bullying
  - Promotes exploitation for sexual purposes
  - Promotes or encourages criminal acts or acts of terrorism
  - Represents any class of society as being inherently inferior to other classesSimilarly, our facilities are not permitted to be used to engage in anti-social behaviour such as bullying or harassing people, defamatory speech or actions, or inciting people to break the law.
7. The Library reserves the right to deny attendance to anyone becoming disruptive to audience members, staff or the Programme presenters. This will be in line with our [Libraries Customer Code of Conduct](#). Wellington City Libraries requires that all library visitors respect the rights of others, treating staff and patrons with courtesy and consideration.









# Appendix One: Planning Criteria

The Programmes and Events team use a multi-dimension matrix to plan a diverse offering of activities, programmes, and events for our local communities across the year.

These dimensions include (but are not limited to):

- a) **Target Audience.** This includes: demographics, life-stage, culture, identity, community of interest, suburban area, and library use cohort.
- b) **Outreach and Conversion opportunities.** The potential for the activity to reach and attract new members or convert customers to a new library service or collection area.
- c) **Type and Range of Activity Options and channels.** For example, interviews, panel discussions, cultural performances, social events, author talks, book or poetry readings, participative activities, passive activities, online only events and information sharing, book clubs, learning and literacy programmes, STEAM programmes, language practise activities, dramatic, musical or artistic activities, social connection events.
- d) **Relation to the Library's collections and services,** (or complementing gaps within the collection). For example, highlighting online resources, or recent law changes where there is no published book.
- e) **Community and Topical Contexts.** We may join in anniversaries, commemorations, or local community happenings to contribute to those (for example, staging a concert series during NZ Music Month). Conversely, if another local organisation already has a programme and event series planned, we either would consider a complementary approach, or avoid directly competing across the identical period.



## Appendix Two: Community Expression of Interest Process

Wellington City Libraries offers a diverse range of activities, programmes, and events for our local communities. These can encompass learning and literacy opportunities, information talks, tutorials or workshops, or creative performances.

If you would like to share your expertise with the community free of charge, apply here.

Libraries welcome applications from individuals, community groups, small local businesses, organisations or cultural groups, artists or musicians, and educators.

Preference is given to applicants who reside in the greater Wellington area.

The Library will advertise and promote the programme or event on the Library's Website(s) and social media. The presenter is responsible for providing marketing material content to library staff to incorporate into promotional materials and posts, within WCC brand guidelines.

The presenter or community partner will be responsible for insuring any personal works or equipment used in their performances or presentations.

Wellington City Libraries will make the final determination regarding all activities in our branches. Some events may be accepted with restrictions arising from pragmatic considerations, such as size, noise, event timeframes, health and safety, staffing impacts. If a request is declined or the decision is unsatisfactory, the person seeking the community event will have the reasons for the decision explained to them. If this explanation is not satisfactory, the Wellington City Council complaints procedure may be used, and this will be explained to the person.

Applicants will:

- Provide a one-page overview or email of the proposed activity. This needs to incorporate
  - proposed event topic and format
  - event purpose & objectives
  - target audience
  - qualifications or experience of the event presenters
  - days and locations they are available
- Be available to meet with Libraries Programmes team
- Supply supporting documentation as required

Likely criteria which the Programmes and Events team will use

- Community demand and intended audiences
- Similar programmes offered recently
- How the opportunity meets our primary programmes objectives
- Number of other activities (of any kind) in the proposed location(s)
- Practical considerations such as space constraints, degree of resources required, health and safety, security.

For a fuller range of criteria, please see Appendix One of the Programmes Policy.

Not eligible:

- Activities which are not permitted in our Programmes and Events policy. For example, activity which denigrate, speak against, or present negative images of another sector of the community. Respect and uplifting the mana of library users will always be the paramount principle, especially when acknowledging alternate views. We respect and value difference at the Library.
- Activities which encourage people to join a particular faith, lobby the community or government (including petitions), advocate a community action, or request donations are not permitted.
- Businesses, community groups or individuals whose primary purpose is to raise funds, sell items, products or services. However, an author may provide a book reading, and then arrange sales to attendees at the end. Note that they would need to organise this fully on the day – payments can't be processed by library staff through Council facilities.
- Applicants expecting to impose an entrance fee during opening hours.
- Organisations or individuals who expect exclusive use of our public spaces during opening hours. This may be achieved via other means – for example, by booking meeting rooms.

## Appendix Three: Key References

IFLA UNESCO Public Library Manifesto [The IFLA-UNESCO Public Library Manifesto 2022 – IFLA](#)

LIANZA. Event Management [Event management – LIANZA](#)

Living Learning Libraries : Standards for NSW Public Libraries [Living Learning Libraries | Public Library Services | State Library of New South Wales](#)

Wellington City Council. Aho Tini 2030 : Arts, Culture and Creativity Strategy [Aho Tini 2030: Arts, Culture and Creativity Strategy - Plans, policies and bylaws - Wellington City Council](#)

Wellington City Council. Te Awe Māpara : Community Facilities Plan. [Te Awe Māpara - Community Facilities Plan - Plans, policies and bylaws - Wellington City Council](#)

Wellington City Council. Tūpiki Ora Māori Strategy [Tūpiki Ora Māori Strategy - Plans, policies and bylaws - Wellington City Council](#)





Wellington City Libraries  
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