

# SLANZA Advocacy Strategic Plan 2026 - Framework



Te Puna Whare Mātauranga ā Kura

**SLANZA**

School Library Association of New Zealand Aotearoa

Rochelle Turnbull & Lauryn Urquhart  
(with guidance and strategic advice  
from Patrick Lindsay)

# 'Scene setting' questions / thoughts

- What's our current state and what state do we want to get to?
- Do our key messages help move us towards our goal?
- What do we want people to be saying when talking about SLANZA?



What do we  
want to be  
known by /  
about?

Three words/ideas:

- Access
- Specialised
- Literacy Champions

**SLANZA as a single unifying  
voice for sector**



# Context

## What is the backdrop for the profession?

- Changing education landscape
- Government coffers 'closed'
- Lack of qualitative and quantitative research
- Volunteer burnout
- Digital 'backlash' (pro)
- Operations grant funding

## So What?

- It's a really challenging time to be a school library/librarian



# Positions

(What do we want?)

- Access to a specialised librarian and library collection for every student in Aotearoa
- Respect for the profession (this is pinnacle)
- Knowledge of the value we add



# Aims and Objectives

As per position statements, plus:

- Reading culture developed
- Access for every student funded by the MOE



# What success would look like in 2026 and beyond...

## Think about:

- Government decision making
- Parent or school community voice and perception
- The profession
- Student community
- Public opinion
- Library funding cuts - turn this around with hook to reinvest in libraries / librarians
- Being transparent



# Audience



## Government

What levels are important to target and how. Think of their influence and interest.



## Parents

Think of their influence and interest...



## School Governance

Think of their influence and interest...



## SLANZA members

It's important to keep the members informed and get their feedback - with a view to creating an environment where they can also become advocates if they wish.





# Key Messages

Think about:

- State of the sector
  - Benefits of the sector's participation in a student's life
  - Make sure IT'S THE SAME MESSAGE/ STORY EVERY TIME
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# Current Key Messages



- That every student has access to a well-resourced school library and specialised librarian, to ensure that all students have equitable access to the resources needed to achieve their reading and learning potential.
  - School libraries, staffed by specialised librarians, are essential infrastructure for learning and wellbeing.
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# Future musings / opportunities

- Uni researchers - Thesis on cost/benefit analysis of libraries in schools. Issues facing school libraries. (Possibly Vic or UOA Economics or Library Science students?)
  - Parents - giving PTA presentations?
  - Digital backlash - reinvest in libraries to ensure the future citizens of NZ have the knowledge and literacy skills to become positive and productive citizens.
  - Keep sight of the big picture - survey school community, SLANZA members
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# We pick 'Parents' and 'Politicians'



As our key target market this year...

