

**ALIA**  
**Advocacy Matters**  
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**Framing budget submissions for successful outcomes**  
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Acknowledgement of the Wurundjeri people of the Kulin nation.

**Four ideas for successful budget submissions**

Program Budgeting

Function and Form

Persuasion: Elevator Pitch and AIDA

Action Research

**Carey Library 2008 - 2018**

## **1. PROGRAM BUDGETING**

A program budget is one prepared for specific programs or projects.

- helps identify particular programs and to prioritise and target actions and the funds to achieve them.
- well suited to school library programs because it reframes the view so that each area of the library is then seen as having a particular purpose linked to the overall goals of the school.

It becomes a dynamic action plan for the next year, and one which can be clearly reviewed and addressed in subsequent budgets.

## 2. FUNCTION AND FUNDING

Lyn Hay's iCentre message: 'First define the function and then the form' – makes as much sense for budgeting as it does for library spaces design.

In this case: what are the functions for which the funding is required?

- identify school goals to which library programs can be matched
- name and phrase the programs to match terminology of identified goals
- specify SMART goals for programs
- detail funding required to achieve goals
- engage stakeholders and decision makers
- make a lot of noise, provide good copy for celebration of achievement of SMART goals and to be used by stakeholders as evidence of their goals being achieved by your programs

### 3. PERSUASION

#### Elevator Pitch

How might you persuade someone in a lift that your programs are relevant to them, add value to their lives, will deliver what they promise, and should be funded asap?

#### AIDA

**Attention:** What will gain the attention of decision makers?

**Interest:** How will the submission enable the decision maker to quickly see that the library programs address some or all of his or her goals?

**Desire:** How can the decision maker easily identify aspects of the program which will help achieve her or his goal?

**Action:** What will help the decision maker fund **some or all** of the programs identified?

## 4. ACTION RESEARCH

- **Identify** a change that is required, define how it will be investigated and explored and the funding required
- **Research** for information to inform participants
- Develop a **plan** of action
- Put the plan into **action**
- **Report and reflect** on the results
- **Repeat** in cycles for a defined period
- Make **conclusions and recommendations for future action**