

Janette Wright  
CEO and State Librarian  
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The Edge  
[www.edgeqld.org.au](http://www.edgeqld.org.au)  
@SLQedge





The Edge

EMPOWERING

**CREATIVE  
EXPERIMENTATION**

*Across*

**ART SCIENCE  
TECHNOLOGY  
& ENTERPRISE**



The Edge  
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# CONTEXT



@SLQedge

















“FOR,  
WITH  
& BY  
OUR COMMUNITIES”



Attracted 390,000  
visitors to our spaces,  
programs and events

Built an online community of 16,000  
fans, followers and subscribers - adding  
5,000 people in the last 12 months



Presented 1,700  
programs to 40,000  
participants

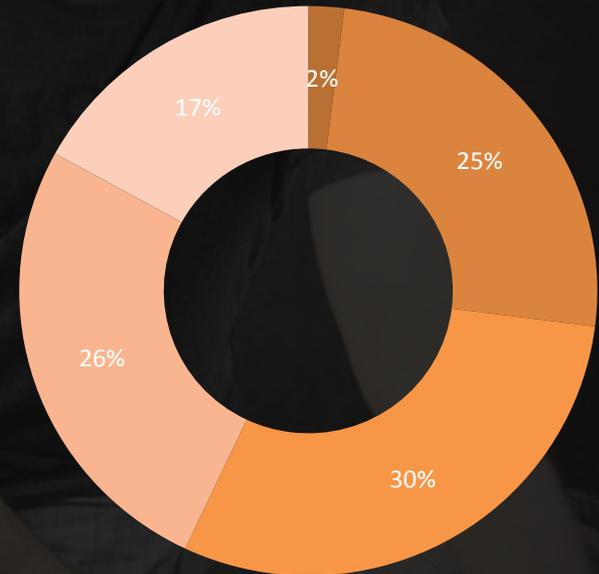
Increasing to 40 programs per  
month to meet community needs



Supported partnerships  
for, with and by our  
communities

Delivering over 50 community  
programs & events in the last  
12 months

## Program demographics

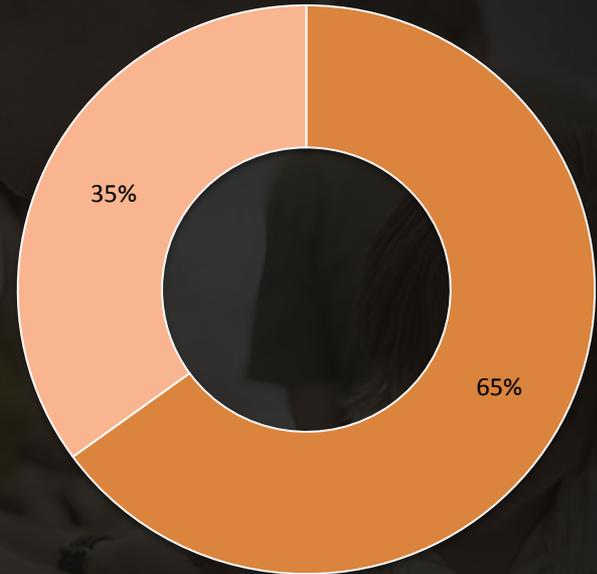


■ 13-19 ■ 20-29 ■ 30-39 ■ 40-49 ■ 50+

Majority of audience  
aged 20-49



## Program demographics



Female Male

Skew to female  
participants

# FAST-TRACKED FEBRUARY

● sold out

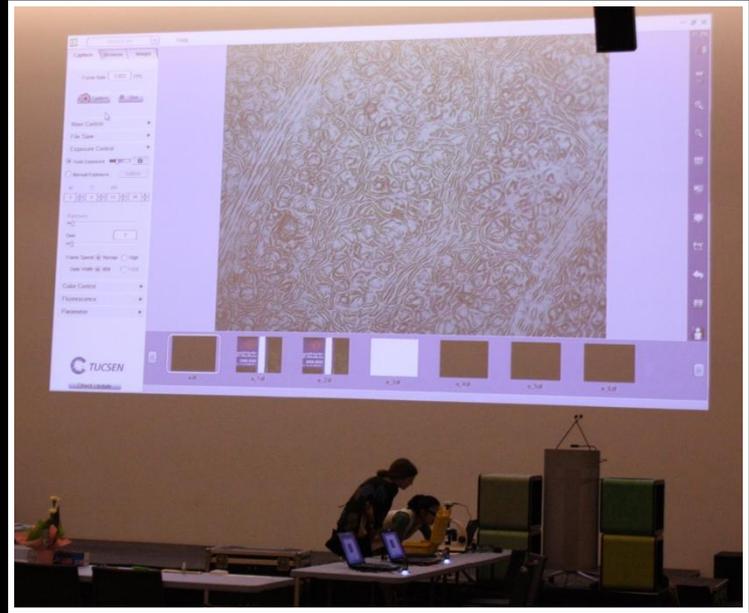
				01 FEB INTRO TO JAVA PROGRAMMING PROFESSIONAL WORKSHOP ON THE PRODUCTION OF ONLINE CONTENT 10AM - 12PM 12PM - 2PM 2020 FEB	01 FEB INTRO TO SHAPING ONLINE CONTENT PROFESSIONAL WORKSHOP ON THE PRODUCTION OF ONLINE CONTENT 10AM - 12PM 12PM - 2PM 2020 FEB	01 FEB INTRO TO ELECTRONICS PROFESSIONAL WORKSHOP ON THE PRODUCTION OF ONLINE CONTENT 10AM - 12PM 12PM - 2PM 2020 FEB
01 FEB INTRO TO MAC PROFESSIONAL WORKSHOP ON THE PRODUCTION OF ONLINE CONTENT 10AM - 12PM 12PM - 2PM 2020 FEB	01 FEB INTRO TO VIDEO EDITING PROFESSIONAL WORKSHOP ON THE PRODUCTION OF ONLINE CONTENT 10AM - 12PM 12PM - 2PM 2020 FEB	01 FEB INTRO TO MEDIA LAW AND ETHICS PROFESSIONAL WORKSHOP ON THE PRODUCTION OF ONLINE CONTENT 10AM - 12PM 12PM - 2PM 2020 FEB	01 FEB INTRO TO FREECAD PROFESSIONAL WORKSHOP ON THE PRODUCTION OF ONLINE CONTENT 10AM - 12PM 12PM - 2PM 2020 FEB	01 FEB INTRO TO LOGIC PROFESSIONAL WORKSHOP ON THE PRODUCTION OF ONLINE CONTENT 10AM - 12PM 12PM - 2PM 2020 FEB	01 FEB INTRO TO ILLUSTRATOR PROFESSIONAL WORKSHOP ON THE PRODUCTION OF ONLINE CONTENT 10AM - 12PM 12PM - 2PM 2020 FEB	01 FEB LED POSTCARDS PROFESSIONAL WORKSHOP ON THE PRODUCTION OF ONLINE CONTENT 10AM - 12PM 12PM - 2PM 2020 FEB
01 FEB INTRO TO STOP MOTION ANIMATION PROFESSIONAL WORKSHOP ON THE PRODUCTION OF ONLINE CONTENT 10AM - 12PM 12PM - 2PM 2020 FEB	01 FEB INTRO TO WORDPRESS PROFESSIONAL WORKSHOP ON THE PRODUCTION OF ONLINE CONTENT 10AM - 12PM 12PM - 2PM 2020 FEB	01 FEB INTRO TO VIDEO EDITING PROFESSIONAL WORKSHOP ON THE PRODUCTION OF ONLINE CONTENT 10AM - 12PM 12PM - 2PM 2020 FEB	01 FEB INTRO TO INDESIGN PROFESSIONAL WORKSHOP ON THE PRODUCTION OF ONLINE CONTENT 10AM - 12PM 12PM - 2PM 2020 FEB	01 FEB INTRO TO ABLETON PROFESSIONAL WORKSHOP ON THE PRODUCTION OF ONLINE CONTENT 10AM - 12PM 12PM - 2PM 2020 FEB	01 FEB INTRO TO WORDPRESS PROFESSIONAL WORKSHOP ON THE PRODUCTION OF ONLINE CONTENT 10AM - 12PM 12PM - 2PM 2020 FEB	01 FEB INTRO TO PHOTOSHOP PROFESSIONAL WORKSHOP ON THE PRODUCTION OF ONLINE CONTENT 10AM - 12PM 12PM - 2PM 2020 FEB
01 FEB INTERMEDIATE LOGIC PROFESSIONAL WORKSHOP ON THE PRODUCTION OF ONLINE CONTENT 10AM - 12PM 12PM - 2PM 2020 FEB	01 FEB INTERMEDIATE INDESIGN PROFESSIONAL WORKSHOP ON THE PRODUCTION OF ONLINE CONTENT 10AM - 12PM 12PM - 2PM 2020 FEB	01 FEB INTERMEDIATE INDESIGN PROFESSIONAL WORKSHOP ON THE PRODUCTION OF ONLINE CONTENT 10AM - 12PM 12PM - 2PM 2020 FEB	01 FEB INTERMEDIATE PHOTOSHOP PROFESSIONAL WORKSHOP ON THE PRODUCTION OF ONLINE CONTENT 10AM - 12PM 12PM - 2PM 2020 FEB	01 FEB INTERMEDIATE ABLETON PROFESSIONAL WORKSHOP ON THE PRODUCTION OF ONLINE CONTENT 10AM - 12PM 12PM - 2PM 2020 FEB	01 FEB INTERMEDIATE VIDEO EDITING PROFESSIONAL WORKSHOP ON THE PRODUCTION OF ONLINE CONTENT 10AM - 12PM 12PM - 2PM 2020 FEB	01 FEB INTERMEDIATE APP CREATION PROFESSIONAL WORKSHOP ON THE PRODUCTION OF ONLINE CONTENT 10AM - 12PM 12PM - 2PM 2020 FEB
01 FEB INTERMEDIATE ELECTRONICS PROFESSIONAL WORKSHOP ON THE PRODUCTION OF ONLINE CONTENT 10AM - 12PM 12PM - 2PM 2020 FEB	01 FEB ADVANCED VIDEO EDITING PROFESSIONAL WORKSHOP ON THE PRODUCTION OF ONLINE CONTENT 10AM - 12PM 12PM - 2PM 2020 FEB	01 FEB ADVANCED WORDPRESS PROFESSIONAL WORKSHOP ON THE PRODUCTION OF ONLINE CONTENT 10AM - 12PM 12PM - 2PM 2020 FEB	01 FEB ADVANCED VIDEO PRODUCTION PROFESSIONAL WORKSHOP ON THE PRODUCTION OF ONLINE CONTENT 10AM - 12PM 12PM - 2PM 2020 FEB			

INNOVATION IN TOUGH TIMES

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**MicroBio Fashion**

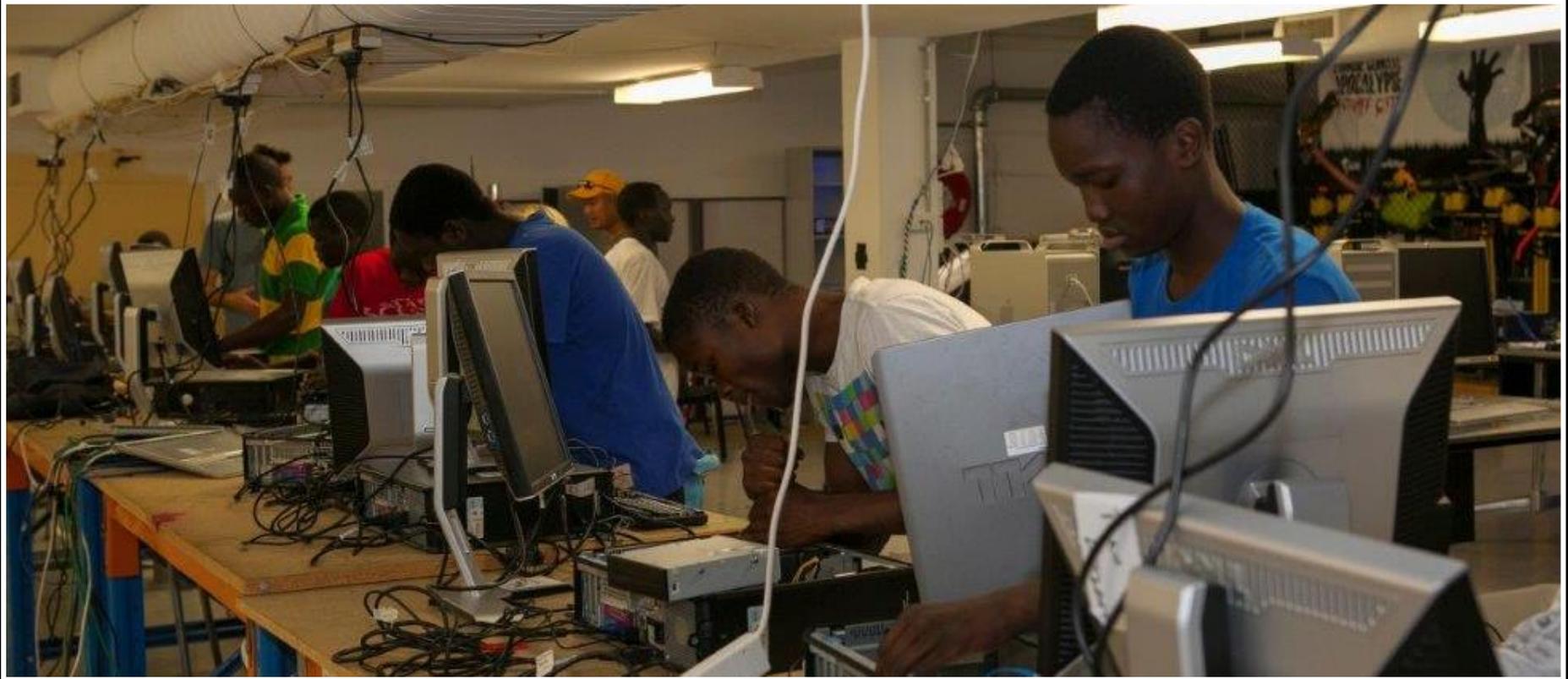


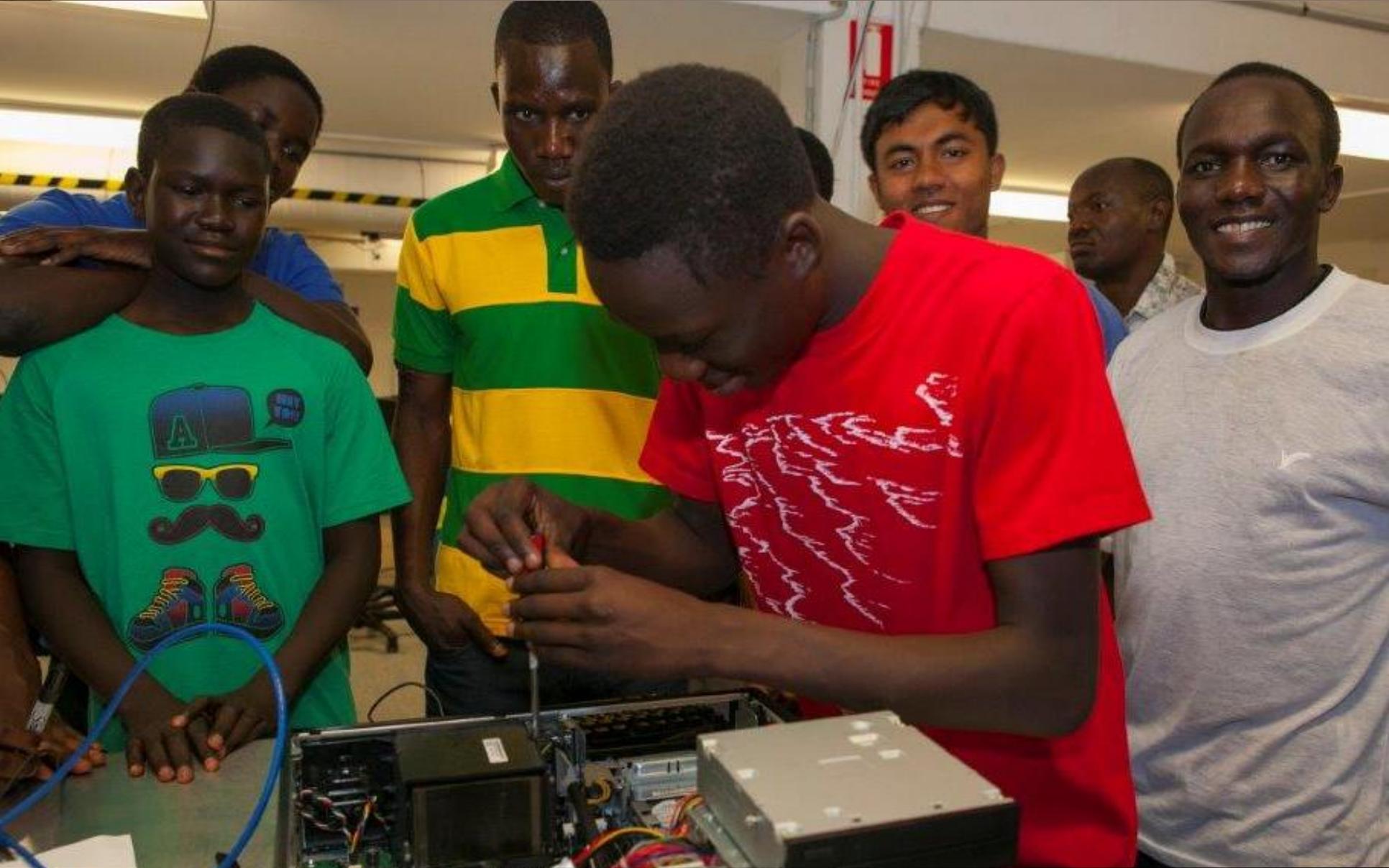




**Creative Community Computing**

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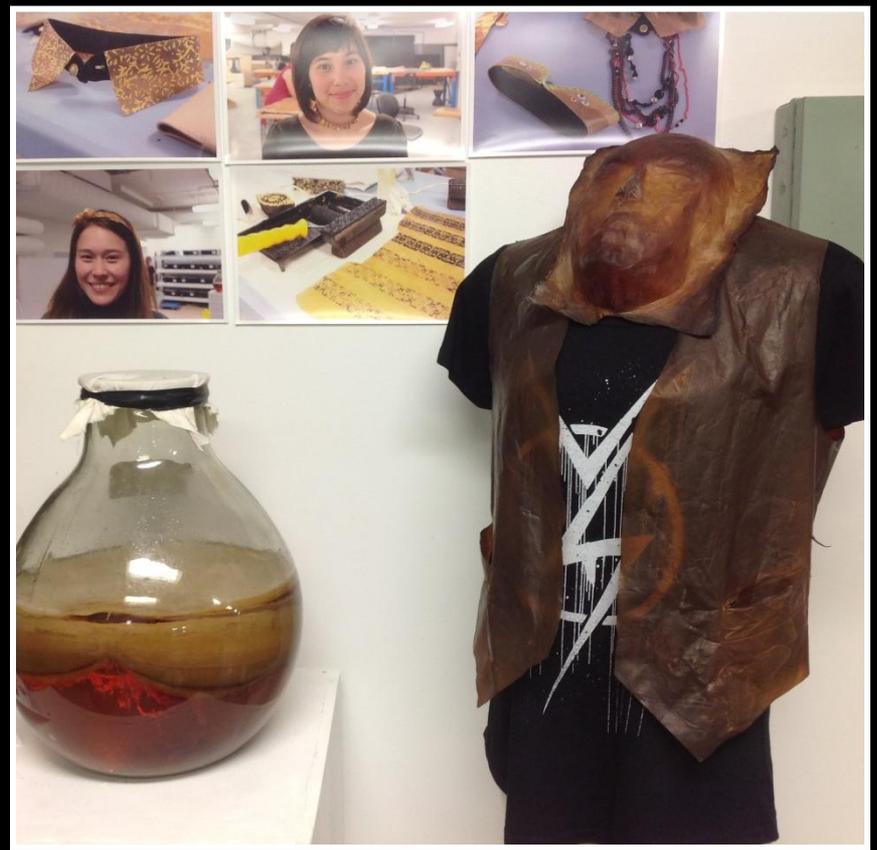






**Fabric Farm**

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## Team

passion , resilience & diversity...

## Know your community

who are we doing this for?

## Inclusive

everyone welcome – open source, open access...

## Experiential

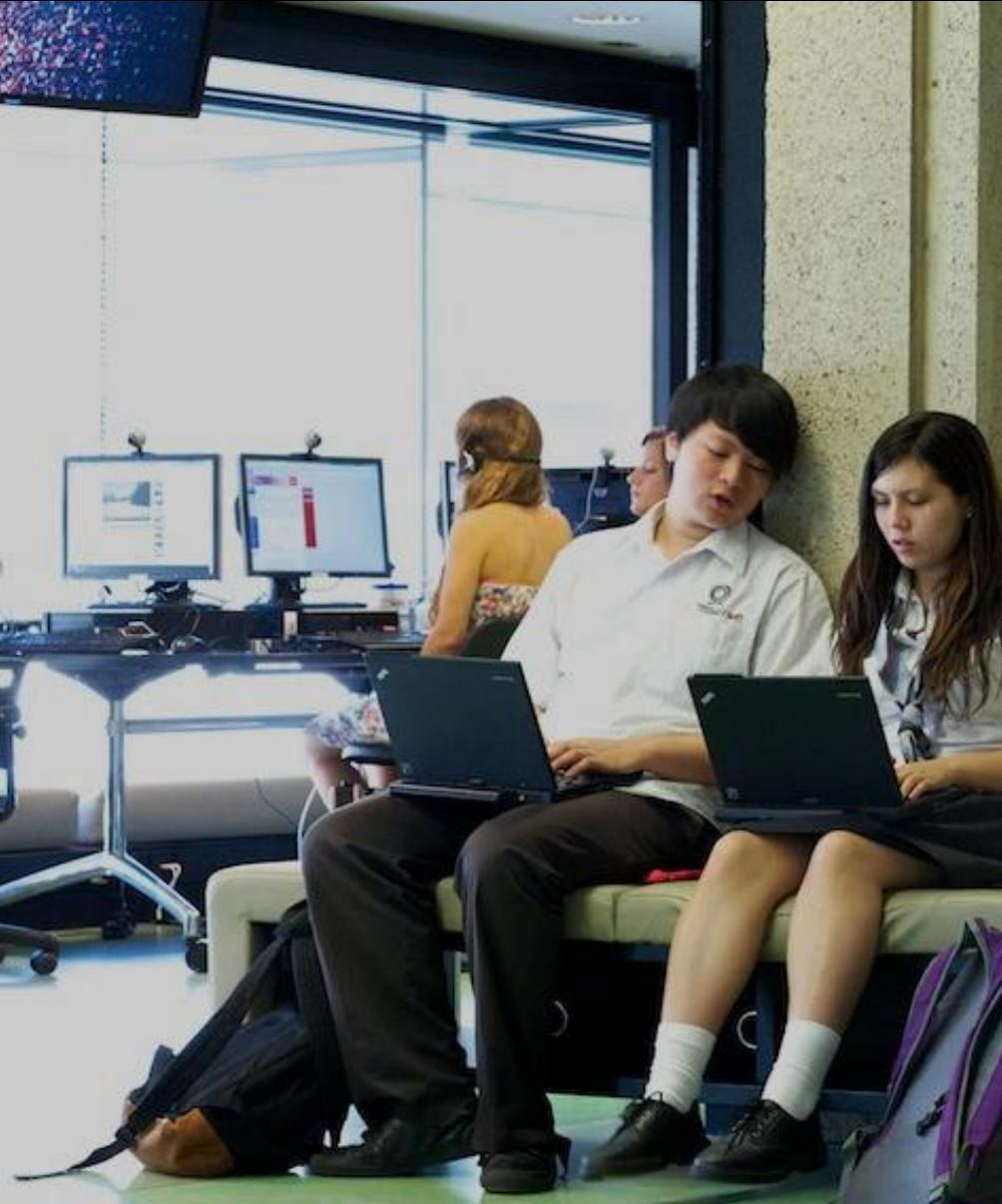
learning by doing...

## Evaluate

reflect, change, reflect again...

## Enjoy!

fun, risk, create, innovate, share, celebrate...



## Scalability

start small, create demand, recognise modelling and expansion potential...

## Audience development

participants / collaborators / funders – who, why, when, how...

## Responsive

respond to demand, feedback...

## Expect change

takes time, not everything will work first time, all things to all people – not!

## Discipline independence

diverse & interdisciplinary



## Operational base funds

strategic priority - foot the bill, public resource...

## Fee-for-service

models that can be on-sold to third party...

## User-pays

fees – workshops, expertise, facilitation, venue, equipment use...

## Freemium model

basic/intro is free, extended service costs...

## Membership

pay to join/ participate – subscription, annual, per project...



## Community investment

community provides resource – people, computers, funds, space, materials ...

## Sponsorship

corporate/ philanthropic funding ...

## Partnerships

agencies/ organisations provide resources and/or participants...

## Collaborations

what and who's already out there?

## Grants

targeted one-off funding...

★★★★★ An incredible facility. Nowhere near enough space here to describe all the great things about The Edge. Must be seen to be believed.

*Darren, The Edge user (via facebook) 2014*

After two years travelling the world visiting libraries, The Edge at the State Library of Queensland stands out as a landmark in innovation.

*Ingrid Parent, IFLA President, World Library and Information Congress, Singapore 2013*

ALA President Citation for Innovative International Library Projects awarded to The Edge.

*American Library Association June 2014*

Thank you for making my life just that little bit better. xx

*Edge workshop participant, 2012*

The Edge is everything that a 21st century resource centre should be – sexy, courageous, savvy and generous.

*Nicolas Searle, ABC Producer, New Inventors, 2010*

# Questions

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