

Wimmera Regional Library Corporation

LIBRARY PLAN 2007-2011

Reviewed and adjusted 9th May 2008



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OUR VISION

The Wimmera Regional Library is committed to improving the quality of life of its member communities through the delivery of excellent library services

OUR COMMITMENTS TO OUR COMMUNITIES

The Wimmera Regional Library Corporation will:

- Provide a range of customer-focused programs and services in a variety of formats
- Provide a balanced range of resources to meet the changing needs of the broad community
- Recognise the richness of community culture and celebrate its diversity
- Recognise the value of staff in providing a professional quality service

Message from the Chair

I am pleased to present the Wimmera Regional Library Corporation Plan for 2007-2011.

The plan provides background information on library performance and sets out our priorities for the next four years.

The library will now be able to build on the hard work of the last couple of years which has resulted in:

- Refurbishment of a number of branches
- Improvements to the library collection
- Implementation of an upgraded library management system
- Provision of a wide range of electronic databases for library members
- An expanded children's story time service across all library branches

We will now work towards further building the library collection, improving service to customers and providing access to all groups in the community. We also aim to further promote the library in the community to raise awareness of the range of services available. In order to achieve these aims we will maintain our commitment to a safe and collegial working environment for our staff.

With the Wimmera Regional Library Corporation's strong record of achievement and exciting plans for the future, I am very pleased to introduce this Library Plan.

Cr Pam Clarke
Chair
Wimmera Regional Library Corporation Board

Background Information

The data collected from all Victorian Libraries by the Department of Victorian Communities provides an interesting insight into WRLC's operations. When making comparisons it should be noted that servicing a 42000 square kilometre area with a dispersed population presents significant challenges, and it is difficult in this situation to match the performance levels of busy metropolitan libraries.

It is significant that despite the difficulties and costs of operating across a large geographical area with a dispersed population, the Wimmera Regional Library Corporation has a significantly lower cost per hour of operation than the State average.

Library Data 2005/2006 (DVC)

<i>Indicator</i>	<i>WRLC</i>	<i>State</i>
Visits per capita	3.7	6.0
Turnover rate	2.2	5.6
Members as % of total pop	45.1%	47.2%
Cost per hour of operation	170.5	247.9
Total staff per 10,000 people	2.3	2.9
No of items in collection per member	5.07	3.57
Material expenditure per capita	6.13	4.79
Material expenditure per member	13.59	10.13
Items acquired per cap	0.13	0.21
Items acquired per member	0.29	0.44
Acquisition % total collection	5.8%	12.4%

Strategic Asset Audit

The other data which provides input into this plan comes from the Wimmera Regional Library Service Strategic Audit of Victorian Libraries (Individual Report), prepared by JL Management Services in July 2006.

This report suggests that the low turnover compared to the State median and the low percentage of items currently on loan (11% compared to a statewide figure of 21%), together with holdings above the State median are indicative of an aged collection, perceived by library users as lacking relevance and appeal. However, the general lower level of activity in country libraries as compared to city libraries should be noted.

However, on the measure of how recently items have been borrowed, WRLC is 14 percentage points below the regional country norm with 58.5 % of items borrowed in the thirteen months to January 2006.

The report notes a backlog of "in process" items.

Strategic Objective 1

Building the Collection

Strategies	Actions	Year
Provide relevant collections that meet community needs and interests	<ul style="list-style-type: none"> Maintain funding that matches the state average per capita 	Ongoing
	<ul style="list-style-type: none"> Review the Library Resource Development Policy annually to ensure that it reflects community needs 	Annual
	<ul style="list-style-type: none"> Utilise Branch discretionary funds to meet local needs 	Ongoing
	<ul style="list-style-type: none"> Respond quickly to suggestions for purchase, and promote the suggestions to purchase scheme 	Ongoing
	<ul style="list-style-type: none"> Review weeding program and provide training in weeding for staff 	2007/08
	<ul style="list-style-type: none"> Streamline processing to reduce the percentage of annual acquisitions in process 	2007/08
	<ul style="list-style-type: none"> Respond to customer needs by ensuring sufficient copies of in-demand items are included in collection 	Ongoing
	<ul style="list-style-type: none"> <i>Undertake purchasing of shelf-ready materials as part of the SWIFT consortium</i> 	<i>2008/09</i>
Maintain the Local History Collection	<ul style="list-style-type: none"> Review holdings of local newspapers to determine gaps in the collection 	2007/08
	<ul style="list-style-type: none"> Continue microfilming of local newspapers 	Ongoing
	<ul style="list-style-type: none"> Improve conditions under which local history items are held to ensure their long term protection 	<i>Ongoing</i>

KEY PERFORMANCE INDICATORS

Annual comparative data:

- Turnover rate
- Material expenditure per capita
- Material expenditure per member
- Items acquired per capita
- Items acquired per member
- Acquisition as percentage of total collection
- Percentage of annual acquisitions in process
- Items currently on loan

Past Performance

- In 2006-2007 member Council contributions increased by 17.2 per cent to reach \$4.71 per capita
- From 2007-2008 onwards the Collection Material budget will increase by 5 per cent each year to achieve the goal of aligning budgets with the state per capita average and provide a hedge against inflationary effects on purchasing and A\$ fluctuations
- Initial Customer Satisfaction survey conducted completed 2006
- Suggestions for purchase scheme operating at all branches

Strategic Objective 2

Provide the best possible Library service to our customers

Strategies	Actions	Year
Commit to customer service as a priority	<ul style="list-style-type: none"> • All staff to commit to customer service in all their activities. 	Ongoing
	<ul style="list-style-type: none"> • Customer service values considered during performance review process 	Ongoing
	<ul style="list-style-type: none"> • Timely processing of holds (reservations) placed by Library customers 	Ongoing
	<ul style="list-style-type: none"> • Timely response to suggestion boxes 	Ongoing
	<ul style="list-style-type: none"> • Update phone systems to provide better response to customers 	2007/08
Survey customers needs and feed results back into service delivery	<ul style="list-style-type: none"> • Regularly survey customer satisfaction to: <ul style="list-style-type: none"> - <i>Understand our users</i> - <i>Determine importance of Library services to our customers</i> - <i>Determine how we can improve</i> 	Ongoing
	<ul style="list-style-type: none"> • Encourage contributions from stakeholders <ul style="list-style-type: none"> - <i>Online feedback</i> - <i>Suggestion boxes in all locations</i> 	Ongoing
Enhance the physical environment of our Libraries	<ul style="list-style-type: none"> • Continue to seek opportunities to improve library infrastructure 	Ongoing
Participate in programs and initiatives which maximise accessibility to information resources	<ul style="list-style-type: none"> • Libraries Australia • <i>LibraryLink Victoria</i> Portal • Gulliver Consortium • SWIFT Consortium 	Ongoing

Ongoing website development to enhance services	<ul style="list-style-type: none"> Investigate the provision of on-line membership Promote database access and provide training in utilising databases 	2007/08 2007/08
Investigate options for remote delivery of services	<ul style="list-style-type: none"> Investigate options for replacement of mobile library Develop on-line services 	2007/08 Ongoing
Further develop the Book Club program	<ul style="list-style-type: none"> Develop policy and procedures for book clubs Establish set of materials for book club use 	2007/08 2007/08
Ensure that new and popular material gets maximum exposure throughout the Region	<ul style="list-style-type: none"> Ensure Stock Rotations comprise popular in-demand material Investigate the establishment of a 'touring collection' of popular new materials which moves from branch to branch 	2007/08 2007/08
<i>Undertake Reader Development Activities throughout the region</i>	<ul style="list-style-type: none"> <i>Provide training and resources for reader development to all staff</i> 	<i>2008/09</i>

KEY PERFORMANCE INDICATORS

- Visits per capita
- Website visits
- Members as a % of total population

Performance

- Warracknabeal upgrade completed 2005
- Horsham re-development completed 2005
- St Arnaud re-development completed 2006
- Goroke re-development completed 2007
- Upgraded library management system installed 2007

Strategic Objective 3

Improve Access and Participation

Strategies	Actions	Year
Accessible Libraries with appropriate opening hours	<ul style="list-style-type: none"> Review opening hours in all branches and amend as appropriate to ensure easy customer access and efficient use of staff time 	Ongoing
Improve access for all groups in the community	<ul style="list-style-type: none"> Undertake research to determine barriers to access and participation, and develop a plan to overcome these barriers Develop a youth focus in appropriate branches Provide children's activities including storytime and rhyme time through a wider range of branches <i>Extend children's activities more widely into areas covered by the Mobile Library</i> <i>Work with the Aboriginal Best Start committee to extend services for Aboriginal children</i> 	<p>2007/08</p> <p>2007/08</p> <p>2007/08</p> <p><i>2008/09</i></p> <p><i>2008/09</i></p>
Refresh the Mobile Library service <i>Improve services to areas without static library branches</i>	<ul style="list-style-type: none"> Work with external agencies to increase community awareness and participation Continually review sites to ensure easy customer access and best possible use of available resources Refine the Mobile collection to better meet customer demand <i>Re-new signage at Mobile stops and on truck to give a new fresh image</i> <i>Analyse options for improved delivery of services to isolated areas</i> 	<p>2007/08</p> <p>Ongoing</p> <p>Ongoing</p> <p><i>2008/09</i></p> <p><i>2008/09</i></p>

Build the Housebound Service	<ul style="list-style-type: none"> • Promote Housebound service • Investigate greater use of volunteers to extend the service 	2007/08 2007/08
Contribute to the promotion of Information literacy in the community	<ul style="list-style-type: none"> • Maintain and develop the Library's role in adult literacy and basic education • Develop <i>and deliver</i> programs to give our communities the digital literacy skills required to access information • <i>Encourage children to read through the Tadpoles program</i> 	Ongoing <i>2008/09</i> <i>2008/09</i>
Co-ordinate the Talking Mail Times service		Ongoing

KEY PERFORMANCE INDICATORS

- Loan Statistics
- Membership Statistics
- Visits
- Customer survey results

Performance

- Multiple copies of popular Picture Story books being purchased 2006 onwards
- Newspapers from around the Wimmera Region introduced to Horsham branch 2006 in response to customer feedback
- Adult Literacy class with On Track Learning
- Older Adults Writing Competition with Wimmera Hub
- Winner 2005 TREVOR award

Strategic Objective 4

Develop and Promote the Library and its Value to the Community

Strategies	Actions	Year
Increase community awareness of the Library and the range of service available	<ul style="list-style-type: none"> • Aim for a higher level of Library membership by actively promoting the benefits of joining 	Ongoing
	<ul style="list-style-type: none"> • Promote the Library through active participation in community, arts and cultural activities 	Ongoing
	<ul style="list-style-type: none"> • Build closer links and partnerships with community groups, organisations, agencies 	Ongoing
	<ul style="list-style-type: none"> • Continue to support and celebrate the work of local and visiting writers 	Ongoing
	<ul style="list-style-type: none"> • Continue to hold the Short Story competition 	Ongoing
	<ul style="list-style-type: none"> • Utilise events such as the Premier's Reading Challenge to promote the library 	Ongoing
	<ul style="list-style-type: none"> • Continue to host visiting programs such as Museum and Public Records Office 	Ongoing
	<ul style="list-style-type: none"> • <i>Promote the availability holds through the SWIFT consortium</i> 	<i>2008/09</i>
Develop a marketing and communication strategy to raise the profile of the Library	<ul style="list-style-type: none"> • Undertake a "Library in the Marketplace" program to promote the library 	<i>Ongoing</i>
	<ul style="list-style-type: none"> • Target people at key times to promote relevant library services – eg recent retirees, new parents, new arrivals 	Ongoing
	<ul style="list-style-type: none"> • Utilise technology such as blogs, SMS and Email to promote the library 	Ongoing
	<ul style="list-style-type: none"> • <i>Develop a recognisable visual image for the library</i> 	<i>2008/09</i>

KEY PERFORMANCE INDICATORS

- o Loan Statistics
- o Membership Statistics
- o Visits
- o Positive community image

Achievements

- o Regular slot on ABC Radio Western Victoria
- o Partnership with regional Maternal and Child Health Nurses in Books for Babies program
- o Books for Babies program operational at Horsham. Stawell from second quarter 2006
- o Book Club established in Harrow in partnership with Bush Nursing service
- o Adult Literacy class established at Horsham branch in partnership with On Track Learning
- o Member Wimmera Health Care Group Community Advisory Committee
- o Member Wimmera Hub Management Committee
- o Member Horsham Regional Arts Association

Strategic Objective 5

Demonstrate ongoing commitment to creating and maintaining a safe and collegial working environment

Strategies	Actions	Year
Implement a Performance Review Development program	<ul style="list-style-type: none"> Ensure performance reviews are undertaken annually 	Ongoing
	<ul style="list-style-type: none"> Ensure position descriptions are up to date 	Ongoing
	<ul style="list-style-type: none"> Develop a set of generic position descriptions 	2007/08
Promote professional development activities	<ul style="list-style-type: none"> Encourage participation of all staff in professional development activities 	Ongoing
	<ul style="list-style-type: none"> Utilise Staff Blog for participants to report back to all staff on activities and learning 	2007/08
Ensure the Library has the expertise and capacity to investigate and adopt appropriate technologies	<ul style="list-style-type: none"> Undertake Learning 2.0 program 	2007/08
Promote a safe and harmonious working environment	<ul style="list-style-type: none"> Maintain a strong OH&S focus through communication, safety audits and regular reporting to the Board 	Ongoing
	<ul style="list-style-type: none"> Undertake regular staff meetings and team building activities 	Ongoing
	<ul style="list-style-type: none"> Encourage exchanges of staff between areas 	Ongoing

KEY PERFORMANCE INDICATORS

- o Ability to demonstrate new competencies, new skills
- o Customer satisfaction Data