



Building Community Discovery

Yarra Libraries Plan
2013–2016



Mayor's message

I am pleased to present the Yarra Libraries Plan 2013–2016.

Yarra Libraries' vision for this plan is about **Building Community Discovery.**

The plan describes the essential role our libraries play in supporting literacy, reader development and providing universal access for all members of the community. Each year, Yarra's five library branches receive more than 550,000 visitors.

Borrowing books and other materials still lies at the heart of local library services but visits to virtual services, already an integral part of our profile, will continue to increase as online innovations emerge. WiFi and internet access, portable technologies, and flexible spaces for individual study and group activity, all reinforce and reinterpret the well established role of the local library as the community's lounge room.

The Yarra Libraries Plan 2013–2016 is informed by the opportunities facing public libraries in the 21st Century and has been shaped by extensive community consultation. Branch library workshops, staff and community focus groups, and thousands of responses to the online feedback survey, have voiced strong demand and support for Yarra's libraries. Council thanks all those who participated and contributed to the planning process.

Yarra's libraries provide local space for learning, inspiration, and participation in our community. They are a welcoming place for all.

Cr Jackie Fristacky
Mayor, Yarra City Council

Yarra – a snapshot

The City of Yarra is situated five kilometres from the heart of Melbourne and at 19.5 square kilometres is one of Australia's smallest inner city municipalities. The Wurundjeri people are the traditional owners of the land on which the City of Yarra is situated. This continues to be an important gathering place for Aboriginal people, reflected in the strong local culture and services provided in Yarra.

One of Melbourne's most interesting inner city municipalities, Yarra has a strong sense of community based in a history rich in industrial development and cultural diversity. Yarra includes some of Melbourne's earliest established suburbs, whose history remains evident in the significant 19th and early 20th century architecture that distinguishes each suburb. This built form and Yarra's character, notably its vibrant arts and cultural life, are strong attractions for Yarra's profile in the 21st century.

In June 2011 the City of Yarra had a total population of 80,309. Forecasts indicate that the population of Yarra will grow by approximately 1.35% per year over the next 25 years. It is anticipated that the major growth areas will be Abbotsford and North Richmond*.

The age demographic for the City of Yarra is very different to other areas in Melbourne, with the largest

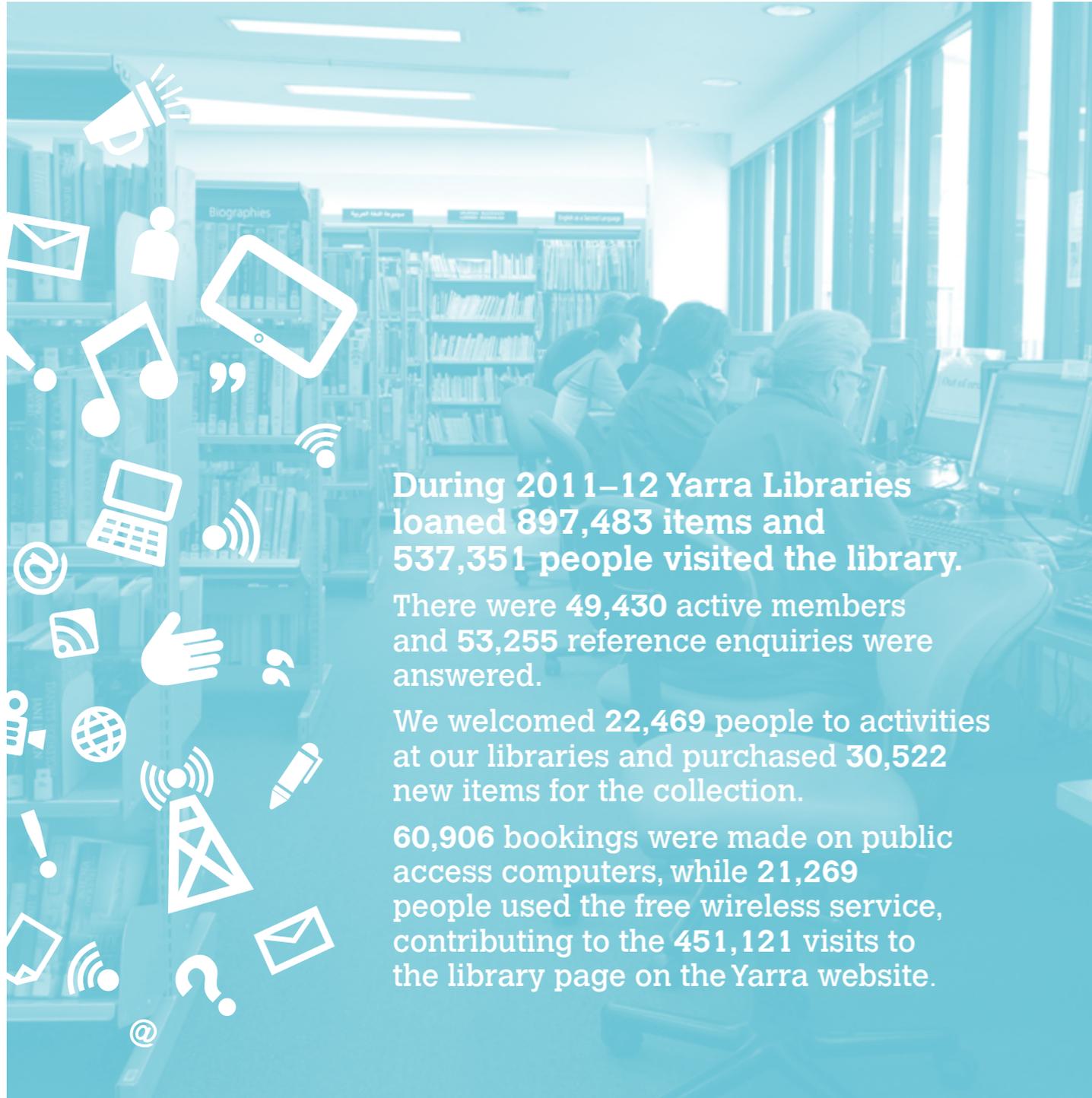
age group being in the 25–45 range, consistent with the two previous census data collections and considerably higher than for the Greater Melbourne population. Yarra also has a lower population in the 0–15 age range than Greater Melbourne. Yarra has a high CALD population with 25% of Yarra residents speaking a language other than English at home, although this is lower when compared to 30% for Greater Melbourne.

Yarra is a city of socio-economic contrast, comprising highly advantaged, educated residents and low education, disadvantaged residents. Compared with other parts of Melbourne, Yarra residents are better educated and have a higher median income. Seventy-eight percent of Yarra residents (15 years old and over) have completed high school, compared to 59% for Greater Melbourne. In 2012, the median weekly household income is approximately \$400/week higher than that for Greater Melbourne,

although there are several areas of extreme disadvantage within the city. At 2.2 people, Yarra's households are smaller than the Greater Melbourne average of 2.6. Yarra residents are also the biggest users of non-car transport to get to work in metropolitan Melbourne. When visiting their local library, 83% of Yarra Libraries patrons choose to walk or come by bicycle, reinforcing the important role of the public library in neighbourhood life.

Meeting the public library needs of a community that is distinctly characterised by both high and low literacy, education and income levels is the challenge of this plan. Yarra Libraries will continue to ensure our public library remains the community's most valued information resource and a socially inclusive, equitable space for all.

* information supplied by Forecast.id



During 2011–12 Yarra Libraries loaned 897,483 items and 537,351 people visited the library.

There were 49,430 active members and 53,255 reference enquiries were answered.

We welcomed 22,469 people to activities at our libraries and purchased 30,522 new items for the collection.

60,906 bookings were made on public access computers, while 21,269 people used the free wireless service, contributing to the 451,121 visits to the library page on the Yarra website.

Yarra Libraries snapshot

Yarra Libraries is a dynamic public library service, providing a welcoming, inclusive and stimulating environment where lifelong habits of learning, self-empowerment and self-expression are encouraged, a love of reading is nurtured, and where library users can meet their educational, information and recreational needs.

Yarra Libraries is one of Council’s most valued services, enjoying a high level of community satisfaction and support. Yarra Libraries provides access to a diverse range of collections, services and activities that support intellectual, educational and creative development. Over 1500 people visit one of Yarra’s five public libraries every day.

Yarra Libraries:

- develops current and accessible collections in print and digital formats
- provides access to collections, activities and information in a range of community languages
- actively supports development of the love of reading and the joy of learning
- offers the advice people need to find, evaluate, and use resources to enhance individual and collective quality of life
- provides five welcoming and comfortable branch libraries where people can connect locally
- develops and provides services of friendly, professional and well-trained staff
- delivers programs and services to support learning at each life stage and that recognise the diversity of our community.

Yarra Libraries Vision: Building Community Discovery

Yarra Libraries Mission: To provide relevant, authoritative and inspiring services and programs that develop and support individual and community lifelong learning, wellbeing and social inclusion.

Purpose

- Provision of free core public library services
- Provision of authoritative, accessible information services
- Provision of collections and services to support individual and collective quality of life
- Development and delivery of activities and events to support reader development and social inclusion
- Quality service which we develop and evaluate to pursue excellence
- Provide places for the community to come together – both real and virtual

Principles

- Integrity and transparency
- Equitable access and social inclusion
- Community Strengthening
- Diversity
- Teamwork
- Professionalism

Strategic plan context

The Yarra Libraries Plan 2013–2016 is the framework for achieving our vision:

Building Community Discovery.

The development of the Yarra Libraries Plan 2013–2016 has occurred at a time of unprecedented change and challenge in the media, pervasiveness and speed of access to communication and information. This is evident in the way people and organisations access and interpret information, manifest ideas and express opinions to one another. This major cultural shift includes a broad reinterpretation of the meaning of the word ‘community’, to include virtual communities that may exist locally or globally.

In this new environment, Yarra Libraries has a key role in supporting people to become information literate, as we are an authoritative and accessible navigator, helping people find what they seek, in hard copy or online. A primary role of Yarra Libraries will continue to be the local advisor for people and groups challenged in accessing information in the digital world.

These generational changes inform this plan. The plan provides the framework for Yarra Libraries to develop and deliver a library service that is our community’s first reference point for discovery, information and inspiration.

Strategic plan framework

The plan builds on the achievement of the Yarra Libraries Strategic Plan 2008–2012 and sets the direction and scope for development of library services and collections at Yarra Libraries over the four year period 2013–2016.

Importantly, the plan reflects Council’s commitment to the continuing evolution of Yarra Libraries in a time of significant social, cultural and technological change and opportunity. Six key strategic goals have been identified to inform the framework. These have been developed through analysis of the issues facing public libraries and the community it serves, articulated in two documents endorsed by Council during 2011/12:

- the issues paper **Yarra Libraries: information + inspiration**, which identified challenges facing public libraries and their local interpretation at Yarra, and
- the discussion paper **Shaping our Future**, which documented the outcomes of consultation with Yarra’s community and staff.

Each goal is informed by strategic objectives, which will be supported by an annual action plan to ensure that priorities can be progressively anticipated and responded to over the life of the plan. Indicators and timeframes track progress measurement of plan achievement.

Timeframes indicate the period in which they will be actioned:

Short years one – two ① ②

Medium years three – four ③ ④

Long extends beyond scope of 2013–2016 plan ① ② ③ ④

Ongoing Relevant for the life of the plan as an ongoing service commitment or project.

Strategic intent

The diagram below represents the strategic context of the Yarra Libraries Plan 2013–2016.

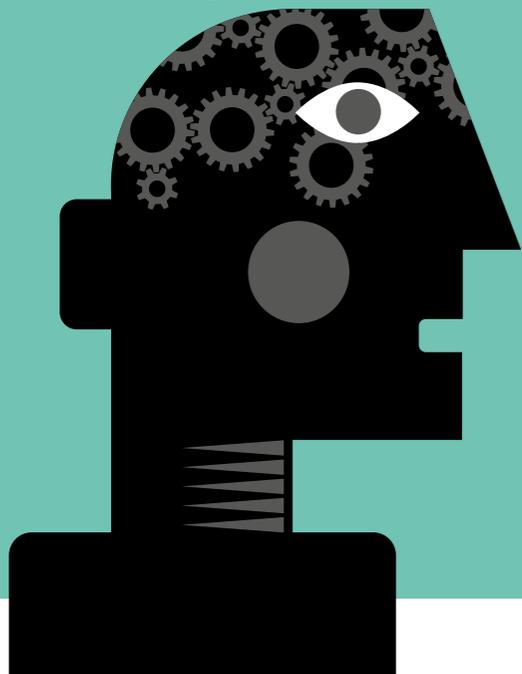
Drawing on Council’s knowledge of demographics and population projections, changes occurring in our environment were analysed. Through branch meetings, surveys and forums, the community was consulted about their experiences and expectations of Yarra Libraries. Reflected in the Yarra Libraries Issues Paper, we drew on professional knowledge of the ways in which public libraries are changing in response to societal expectations and technological innovations:





Yarra Libraries' Vision: Building Community Discovery

Yarra Libraries' Mission:
To provide relevant, authoritative and inspiring services and programs that develop and support individual and community lifelong learning, wellbeing and social inclusion.



Development of the Yarra Libraries Plan has been informed by:

1. Professional public library research, direction and benchmarking
2. The changing role and profile of libraries, librarians and library programs, collections and relationships
3. Evolution of the community profile
4. Community expectations of public libraries
5. What technology makes possible
6. Leading and supporting the Yarra Libraries workforce to respond to and anticipate these changes.

The broad themes from the community consultation process advise that:

1. The advice and welcome of Yarra Libraries staff is highly valued
2. There is considerable demand for more services and for greater diversity in service
3. Collections must continue to be strengthened and diversified
4. Technology holds great potential for service enhancement and delivery
5. Aspects of our infrastructure must be improved, especially North Fitzroy Library
6. The community needs more information on services available.

Collectively, this knowledge has informed the development of our six strategic goals to underpin Yarra Libraries' direction over the next four years, and anticipate future development beyond this plan.

To meet our commitment to Building Community Discovery, the goals for the Yarra Libraries Plan 2013–2016 are to:

1 BUILD COMMUNITY CAPACITY

2 DEVELOP DYNAMIC COLLECTIONS

3 CREATE INVITING SPACES

4 REALISE VALUE FROM TECHNOLOGY

5 INVEST IN OUR PEOPLE

6 EXTEND OUR REACH



1

Build community capacity

Objective: To develop and deliver programs and activities to support and enhance reader development, lifelong learning and participation for all.

Objective: To partner and implement initiatives that optimise Yarra Libraries' capacity to support social inclusion.

The Yarra Libraries Plan 2013–2016 will build on working in partnership with other Council Departments and community based organisations in Yarra. Capacity building will be supported by drawing on the strong connections and collaborative success with the Victorian public library network and connections to public libraries globally.

We will support development of individual and community capacity by Yarra Libraries' contribution to:

- literacy and reader development support at all stages of life for the diverse demographic profile of Yarra
- access to information to support improved lifelong opportunity, job seeking and career development, health/wellbeing information and heritage awareness
- social interaction facilitated by our libraries and inclusion for all who live, work and study in Yarra.

Major Projects:

- Library program and events review and development in accordance with community demographic trends and target groups: CALD communities, children and young people, people with a disability, ageing community
- Seeking funding support for extension to Yarra Libraries opening hours
- Links with Neighbourhood Houses and other community organisations
- Establishment of the Yarra Libraries Advisory Committee
- Extending sustainability education initiatives
- Enhancing partnerships with other Council services.

STRATEGY	ACTIONS	OUTCOMES	TIMEFRAME	RESOURCES
Review development of Yarra Libraries' activities and events in accordance with demographic changes identified from 2011 Census data and community consultation.	Target communities to be assessed for potential routine program changes for: <ul style="list-style-type: none"> Children and young families Youth demographic Home Library Service patrons Emerging and established CALD communities Ageing demographic People with disabilities to support all access inclusion Public housing residents Reader Development. 	Yarra Libraries' programs to be revised in accordance with identified priorities.	1 2 →	Within current resource projections. New initiative potential to be assessed and submitted to Council's annual budget process where cost implications exist.
Extend access to Yarra Libraries branches.	Seek support for equitable extension to Yarra Libraries opening hours following the Yarra Libraries Opening Hours Review.	Increased access to Yarra Libraries branches, commencing with North Fitzroy Library on opening of the new facility.	3 4	Extension to opening hours will have resource implications for Council, to be submitted to the annual budget cycle in years 3 and 4 of the plan.
Build active participation.	Establish and convene the Yarra Libraries Advisory Committee.	Community advice and participation in Yarra Libraries advocacy and planning.	1 →	Within current resource projections, capacity to be assessed following two years of committee activity.
	Develop and participate in cultural events and activities to collaboratively deliver relevant cultural programs.	Promoting and providing awareness of Yarra Libraries in the community.	To be reviewed annually for ongoing program development.	Planning within current resources, to be assessed annually in co-operation with Community Programs Departments.

STRATEGY	ACTIONS	OUTCOMES	TIMEFRAME	RESOURCES
Build partnerships and collaboration.	Continue to work collaboratively across Council in the identification and development of joint programs.	Implementation of an effective model for optimising funding and capacity building.	To be reviewed annually for ongoing program development.	Planning within current resources, to be assessed annually in co-operation with Community Programs.
	Continue development of relationships with local Neighbourhood Houses to assess program development and communication.	Extension of program and promotional reach and capacity.	Ongoing.	Planning within current resources. Further development to be submitted to Council's annual budget process where cost implications exist.
	Investigate opportunities for Homework Club support across municipality.	Pursue support of Fitzroy Library model at other branch libraries.	Ongoing.	Planning within current resources for external partnership potential.
Build a sense of belonging.	Continue liaison with local schools to develop initiatives supporting reader development.	Effective delivery of local priorities to primary and secondary students, including class visits.	Ongoing.	Within current resources.
	Continue development and delivery of activities with aged care centres to provide opportunities for reading retention, development and social interaction.	Increase program options for centres and maintain connection with public library services.	Ongoing.	Within current resources.
	Create online profile of branch library features to promote access, support neighbourhood activities and community cohesion.	Increase local awareness of current library activities.	1 →	Within current resources.
	Review profile of Yarra Libraries Book Clubs program.	Increase opportunities for informal social interaction.	1 →	Within current resources.

STRATEGY	ACTIONS	OUTCOMES	TIMEFRAME	RESOURCES
Build a sense of belonging.	Pilot Book Chain program with Home Library Service patrons.	Increase opportunities for informal social interaction.	1 →	Pilot within current resources.
Build sustainability education and awareness.	Establish Richmond Library as a commercial demonstration site for energy efficiency, including public education programs.	Access to Council's sustainability initiatives is promoted to the over 550,000 people visiting Yarra's Libraries each year.	1 2	Within projected resources of the Building Assets and Environmental Sustainability Units.
Build arts and cultural role of Yarra's Libraries.	Develop exhibition schedule to support opportunities for exhibition by local artists and arts groups, including the Contemporary Art Society case at Richmond Library.	Extension of Room to Create initiative to Yarra Libraries.	2 →	Planning within current resources. Further development to be submitted to Council's annual budget process where cost implications exist.
Develop and deliver a program of relevant and inspiring Reader Development programs and activities.	Develop and implement a wide range of programs and events that support reader development, skills and knowledge development and social inclusion.	Address core role of providing reader development and literacy support in accordance with community needs.	1 2 3 4 →	Within current resources and drawing on community partnerships for further development.
Build awareness of Yarra's heritage.	Collaborate with local history groups in the promotion of new initiatives. Advise and co-operate on grant opportunities to support development of collection and program initiatives.	Ensure progressive collection development and promote awareness of local history.	Ongoing.	Within current resources projections. Further development to be submitted to Council's annual budget process where cost implications exist.
Develop and deliver benefit of Ewing Trust funding at Fitzroy Library.	Develop annual program of activities, facility and collection development.	Effective and innovative delivery of Ewing Trust benefit in accordance with the terms of the Philanthropic Trust Deed.	Ongoing.	Within resource projection provided annually to Fitzroy Library by the Ewing Trust.



2

Develop dynamic collections

Objective: To develop and provide high quality library collections that accord with community need and direction in new media options.

Over the term of Yarra Libraries Plan 2013–2016 the range of our services and collections will be reviewed and enhanced by:

- Pursuing the rapidly changing potential of digital collections
- Augmenting our collections in accordance with the changing demographic profile of Yarra
- Establishing priorities and future planning for special collections
- Developing collection profiles on our knowledge of community needs beyond current patrons.

Major Projects:

- Addressing the major shift of hard-copy and e-book collections
- Ensure Yarra Libraries collections accord with changing demographic identified in ABS Census 2011
- Reviewing target community collection profiles
- Establishing priorities for the Yarra Local History Collection.

STRATEGY	ACTIONS	OUTCOMES	TIMEFRAME	RESOURCES
Ensure Yarra Libraries collections meet changing demographic profile.	Review collections in accordance with ABS Census 2011 demographic data and refine collection development.	A public library collection that meets Yarra’s current and emerging community needs.	1 2 →	Within current resource projections.
Assess Yarra Libraries collections in accordance with emerging/traditional collection paradigm.	In accordance with the Yarra Libraries Collection Development Policy and publishing trends, create new framework for access to a range of information and recreational formats.	A collection that maintains access to hard-copy formats and optimises e-book potential.	1 2 3 4 →	Within current resource projections.
Continue to develop collaboration and extend collection access through SWIFT and LibraryLink.	Actively participate in consortium strategic direction. Implement system upgrades in accordance with consortium agreed timelines.	Effective collection access, functionality and patron service.	1 2 3 4 →	Within current resource projections.
Enhance access and awareness of Yarra’s local history collections.	Collaborate with Local History Societies in the identification and establishment of priorities for the Yarra Local History Collection and access to Local History Society collections. Identify requirements for housing and preservation of local history resources housed in Council facilities. Identify opportunities for collaborative projects with Local History Societies	The unique resources of Yarra’s local history collections are identified, planning for future access and priorities are documented. Priorities established for action and advocacy. Actions identified for collection development.	1 2 3 4 →	Within current resource allocation. Further collection development beyond current scope subject to Council’s annual budget planning cycle.
Optimise access and use of Yarra Libraries collections.	Review collection management processes including: <ul style="list-style-type: none"> • branch collection profile • stock rotation • collection promotion. 	Measured impact on loans.	1 2 3 4 →	Within current resource allocation. Further collection development beyond current scope subject to Council’s annual budget planning cycle.



3

Create inviting spaces

Objective: To provide well designed, welcoming and comfortable branch libraries, with spaces that adapt to a range of group and quiet activities.

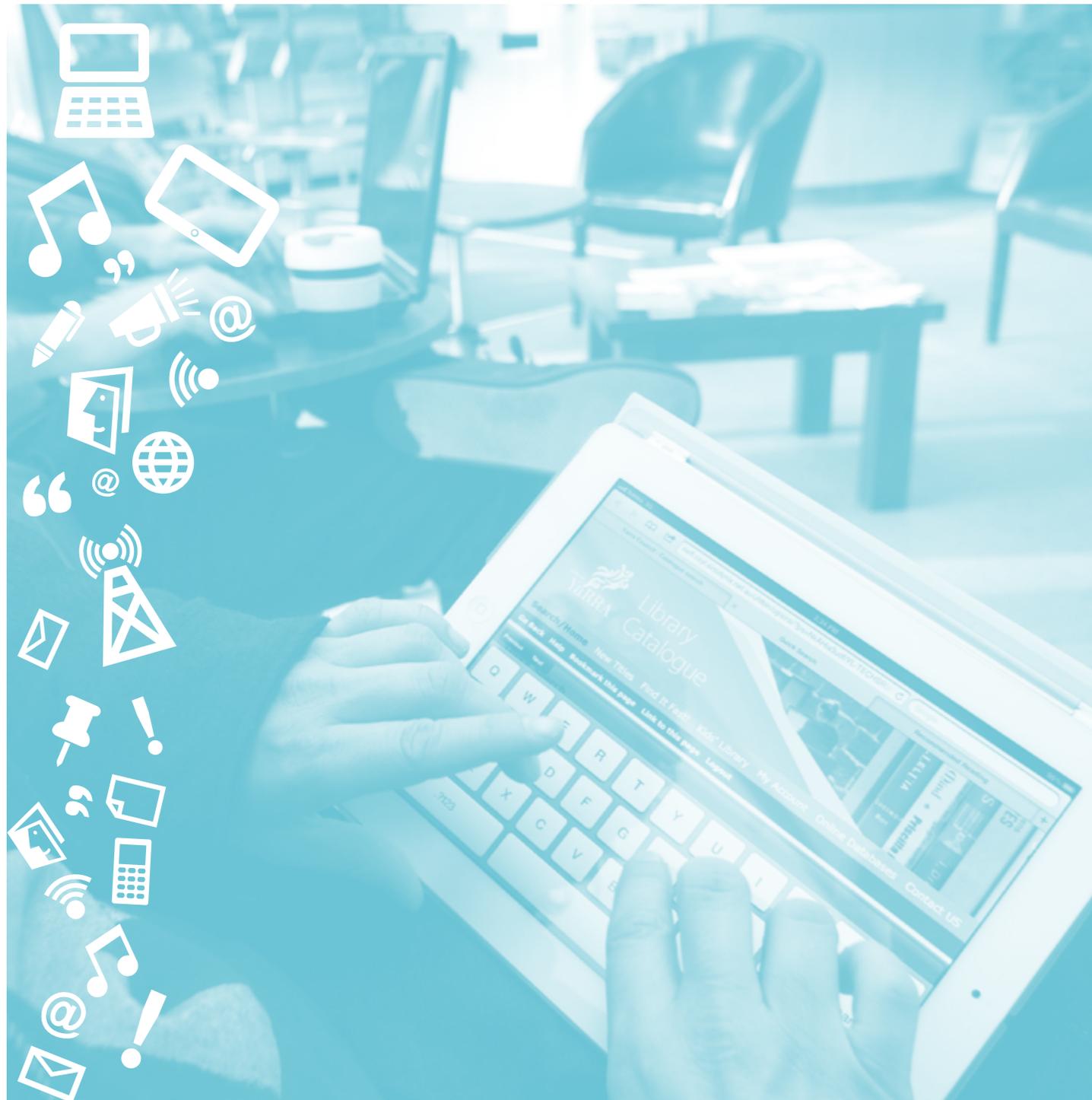
In committing to develop branch library spaces, Yarra Libraries will:

- Advocate and plan for well designed physical spaces in our five libraries
- Ensure that physical spaces safely cater for diverse and concurrent needs
- Encourage and act on feedback from library users about the ways in which our physical library spaces can be improved
- Invest in maintenance, sustainability and efficiency improvements.

Major Projects:

- Development and opening of the new North Fitzroy Library
- Planning for Collingwood UDF Hub Project
- Address demand for active/quiet spaces in branches
- Develop community opportunities for the Richmond Library Theatre and Meeting Room.

STRATEGY	ACTIONS	OUTCOMES	TIMEFRAME	RESOURCES
Development of new library spaces.	Development of North Fitzroy Library and Hub.	Development of branch library and community Hub in accordance with community expectations.	1 2 3 4 →	Within capital works allocation.
Optimise current library spaces.	Review and develop options for foyer space of Carlton Library.	Improved amenity for use for WiFi access, display capacity and lounge space.	1 2 →	Development subject to Council's annual capital works process.
	Review layout of branch libraries collection and passive/active spaces.	Improved collection access and acoustic separation of quiet and active spaces.	1 2 3 4	Planning within current resources, development subject to Council's annual capital works process.
	Provide opportunities for art installations and exhibitions at libraries.	Support to local artists and arts groups to exhibit in community spaces.	1 2 →	Planning within current resources, further development subject to Council's annual budget cycle.
Planning for future library spaces.	Develop options for the redevelopment of a Collingwood Library Hub.	Identification of future co-location of services in accordance with Collingwood Town Hall Urban Design Framework.	1 2 3 4 →	Currently within capital works projection, to be assessed during plan.
	Review Richmond Library spaces as part of the Swan Street Master Plan and anticipated local future growth.	Identification of potential opportunities for service areas and facilities in accordance with community growth.	1 2 3 4 →	Funding for review and development subject to consideration by Council's capital works process.



4

Realise value from technology

Objective: To introduce relevant new technology and support community capacity for digital literacy.

Over the term of Yarra Libraries Plan 2013–2016 we will evaluate current and anticipated demand for e-book collections and services. Yarra Libraries will ensure use and application of current technology is optimised, and introduce relevant, contemporary technology. The North Fitzroy Hub will demonstrate what is possible in a 21st century library.

In Yarra Libraries' 2013–2016 incarnation, technology serves four broad purposes:

- Innovation in collection development and delivery
- Enhancement of library customer service and staff productivity by automating tasks. A major customer service direction for Victoria's public libraries is RFID technology, which provides self-service check-in and check-out
- Timely social media communication to broad or niche targets
- As a vehicle for service delivery: seismic shift in format options in public libraries from hard copy collections only, to the inclusion of technology-enabled resources and services such as e-books, information online and access to WiFi.

Consultation has highlighted that demand for access to technology-based products and services is increasing exponentially and that Yarra must respond to this demand.

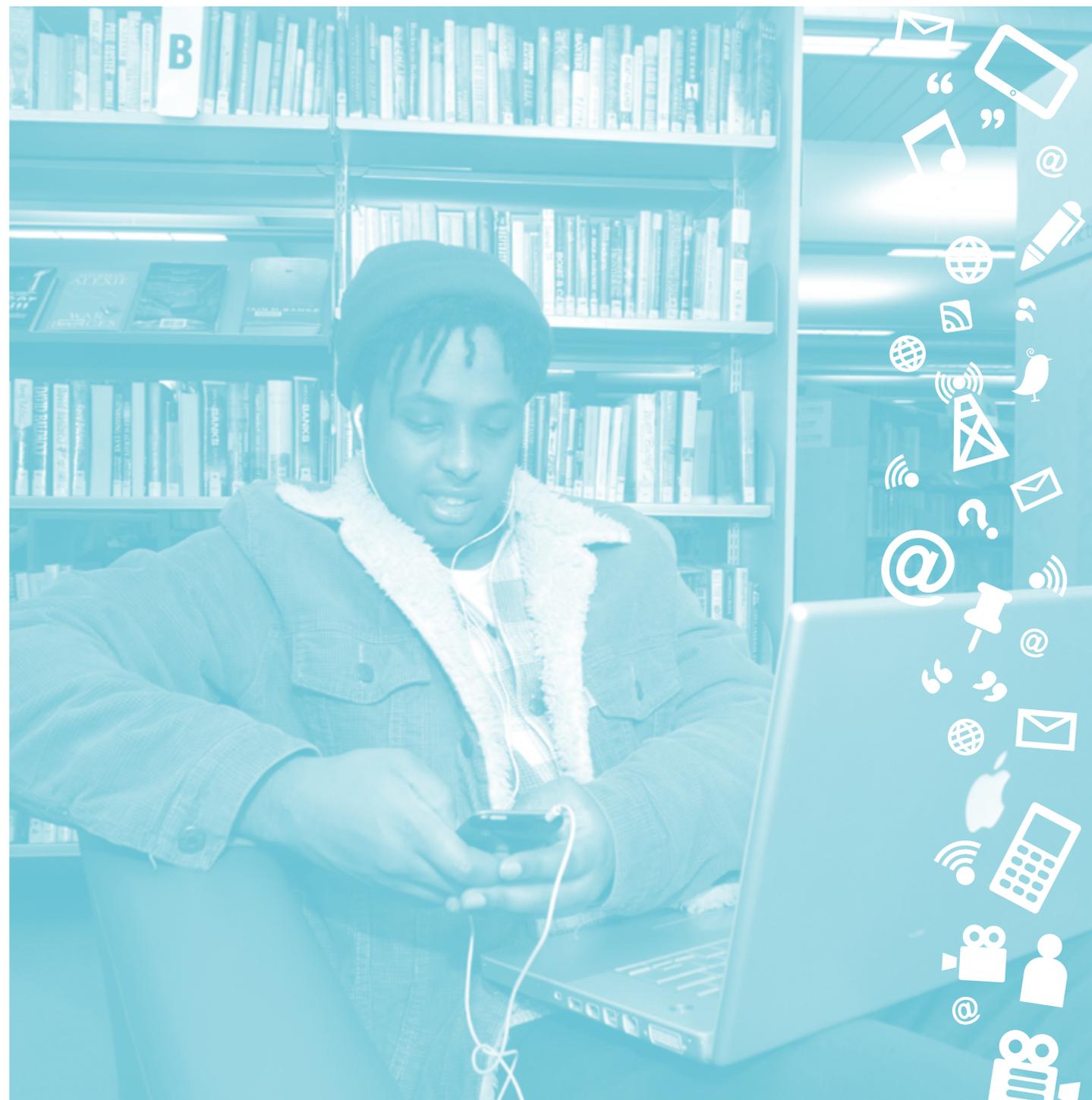
Over the term of Yarra Libraries Plan 2013–2016 we will develop our virtual branch by:

- Introducing a range of social media and web 3.0 technologies
- Enhancing the features and functions of the Yarra Libraries website
- Supporting development of online communities
- Increasing the range of virtual services available to Yarra Libraries users.

Major Projects:

- Introduction of RFID technology
- Introduction and extension of social media features
- Social media-enabled virtual spaces and communities
- SWIFT Enterprise and Portfolio introduction and enhancements to improve access and functionality.

STRATEGY	ACTIONS	OUTCOMES	TIMEFRAME	RESOURCES
Introduction of RFID technology to facilitate customer service and collection management.	Develop implementation strategy, including customer service induction. Conduct tagging and equipment installation. Conduct assessment and future planning.	Self check in, check out system to facilitate customer service and collection management in accordance with industry direction and customer demand.	1 3 4 4 →	Within current capital resource allocation for 2014/15 and 2015/16. Further development subject to Council's annual budget process.
Introduction of social media to provide effective and timely communication with community.	Investigation and development of policy parameters. Introduction of service within capacity of organisation.	Enhancement of capacity for fast and timely communication with patrons.	1 2 3 4 →	In collaboration with the Communications Department, within current resource projections.
Retooling Reference and Information Services.	Review and expand online database services and support for community training and searching skills development.	Incremental access to current, remote access information supported by authoritative advice from professional library staff.	1 2 3 4 →	Within current resource projections. Further development of community training profile to be submitted to Council's annual budget process.
Introduce Enterprise and Portfolio enhancements to SWIFT Library Management System.	Implement introduction of system features, upgrade according to SWIFT scheduling on annual basis.	Improved functionality of catalogue, customer service interface.	1 2 3 4	Within current resource projections.
Establishment of public access PC replacement cycle.	IS and Yarra Libraries to establish and implement routine replacement cycle for Yarra Libraries PCs.	Reliable and current hardware provided to ensure high quality and consistent online service to branch library patrons.	Ongoing.	Within current resource projections, in collaboration with IS Department.
Provide bandwidth access to meet the online service requirements of the Yarra Libraries community.	Advice and co-operation with IS Department on bandwidth provision to be conducted on a routine basis.	Consistent, efficient access to online services in an environment of increasing reliance on digital services.	1 2 3 4 →	Resources to be determined by Council's annual budget process.





5

Invest in our people

Objective: Actively participating in service development, Yarra Libraries staff will be skilled, agile and informed on the application and community benefit of emerging trends in public library services.

Public libraries are evolving in response to major changes in community expectations and to the impact of changing technology on the role of staff. The rapid pace of technological change has an increasing, critical role in the delivery of information and recreational services. This is impacting on professional, communication and operational skills and changing infrastructure requirements of public library buildings. Public library staff are adapting to changing circumstances whilst continuing to deliver a professional library service.

To do this effectively in future, library staff will build on:

- learning new online development and delivery skills
- being flexible and adaptable in delivering optimum customer service skills
- having access to current and diverse technology
- extending the range of ways in which they can support and engage with library users and
- continuing development of partnerships across Council departments and within the community.

Major Projects:

- Create and deliver comprehensive skills development program in online services and in new ways to engage with the community
- Develop opportunities for joint training programs with other library services
- Participate in Statewide project initiatives.

STRATEGY	ACTIONS	OUTCOMES	TIMEFRAME	RESOURCES
Development of skilled and confident staff.	Undertake staff training needs analysis. Develop and implement program of staff skills development in relevant IS applications and online services. Create regular opportunities for skills and knowledge exchange across the service. Support opportunities for staff exchanges.	Knowledge to act on workforce planning. Staff skills capacity supports effective customer service. Peer recognition of staff skills, efficient skills sharing model. Increased knowledge of sector changes and innovations.	1 1 2 3 4 →	Within current resource projections.
Development of staff leadership and succession planning.	Identify opportunities for staff leadership development. Support capacity for staff to attend professional forums and workshops.	In an ageing workforce, provide professional development and future role potential for staff.	1 2 3 4 →	Within current resource projections. Further development subject to New Initiatives submission.
Continue development of culture of innovation, ideas and effective service delivery.	Ensure clear and consistent application of planning alignment across service. Support regular training in customer service and dealing with challenging behaviour.	The further development of a confident, capable and positive workforce.	1 2 3 4 →	Within current resource projections.

6

Extend our reach

Objective: To advocate on behalf of Yarra Libraries to achieve funding and collaborative opportunities to benefit the Yarra community.

In 2012, the Ministerial Advisory Council on Public Libraries commenced a review of the Victorian public library sector, to support future planning across the sector. Phase One was conducted in 2012, with Phase Two in 2013. It is anticipated that the impact and recommendations from this review process will set the agenda for future planning and funding models at the state level. The opportunity to advocate for Yarra’s library service will be heightened during this period, with impacts informing this, and future Yarra Libraries strategic plans.

At the federal level, the rollout of the NBN provides longer term opportunities for Australia’s public library services in the new digital economy to be explored during the life of the plan.

Objective: To extend the reach of our services by establishing a promotions and marketing strategy.

A community as diverse as Yarra’s requires advice and information on its library services, collections and activities by a range of methods. These must be available when and where they are expected by the community. Traditional promotional methods are now enhanced by social media, which is making possible timely, instant communication with a wide range of people and online communities.

To extend the reach of our services we will:

- Improve promotion of services and activities to niche aspects of our community that will benefit from knowledge and specific services
- Explore the potential of providing services to sectors of the community whose knowledge of library services is limited
- Assess potential of extending the reach of library activities that may benefit from community volunteering.

Major Projects:

- Advocate for Yarra Libraries and respond to the Ministerial Advisory Council on Public Libraries review of Victoria’s public library services
- Develop and implement the Yarra Libraries Marketing and Promotion Plan
- Effectively engage with ‘Hard to Reach’ communities.

STRATEGY	ACTIONS	OUTCOMES	TIMEFRAME	RESOURCES
To participate and respond to the State Government Ministerial Advisory Council (MAC) on Public Libraries review.	Develop and submit advice to the MAC Review in accordance with Phase Two parameters Advocate and advise on behalf of Yarra Libraries on potential impact. As a member of PLVN, plan for sector co-operation and response.	Yarra Libraries representation to inform future planning and funding models for State Government process.	1 2 →	Within current resource projections.
To participate in public library sector planning for NBN rollout of benefit to the Yarra community.	Monitor and advise on community benefit from collaborative initiatives with other public library services.	To be advised during the life of the Plan.	Ongoing.	To be assessed and considered according to Council’s annual budget cycle.
Review and revise the Yarra Libraries Promotion and Marketing Plan.	Assess and include strategic actions for engaging target communities, inclusion of social media opportunities and diversifying promotional methods. Introduce Yarra Libraries e-newsletter.	Increased community awareness of the range and relevance of services, collections and activities at Yarra Libraries. Awareness of Yarra Libraries by identified Hard to Reach demographics.	1 3	Within current resources. Further development to be submitted as a New Initiative to Council’s annual budget cycle.
Engage with Hard to Reach communities.	Extend outreach activities with community organisations, including talks at NGO meetings and service providers and investigation of volunteer potential.	Extend awareness of Yarra Libraries’ activities, spaces and services to benefit disadvantaged and socially isolated community members. Explore the opportunities for use of volunteers.	Ongoing.	Within current resources.

Key Performance Indicators

INDICATOR	MEASUREMENT	STANDARD
Membership	Retention of membership levels	Library membership as % of population
Collection	Number of items per capita	Two items per capita: Collection Blueprint standard
Library use	Number of virtual and physical visits per annum	Equal to or above Victorian public library standard
Number of public access PCs	Number of public access PCs per capita	Equal to or above People Places standard
Program participation	Measured by program attendees	Number of physical and virtual participants

Glossary

ALIA	The Australian Library and Information Association is the professional body for the Australian library and information sector. More information can be found at their website www.alia.org.au
LibraryLink Victoria	LibraryLink Victoria is a shared platform for accessing the collections of all public libraries in Victoria, providing patrons with ready access to collections beyond those held in a local public library.
PLVN	The Public Libraries Victoria Network is the peak body for Victorian public libraries. More information can be found at their website www.plvn.org.au
RFID	Radio Frequency Identification is an automatic identification system, relying on storing and remotely retrieving data using devices called RFID tags or transponders. The RFID tag contains information that facilitates stocktaking and collection management. Its major customer service benefit is as an efficient self check in, check out system.
SWIFT Consortium	SWIFT is a resource sharing partnership providing library management system services to over 20 public library services in Victoria and New South Wales.

References

- *Beyond a Quality Service: Strengthening the Social Fabric. Standards and Guidelines for Australian Public Libraries*/Australian Library and Information Association, 2011.
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Yarra Libraries has five branch libraries across the municipality, and a virtual library through Council's website:

CARLTON LIBRARY

667 Rathdowne Street North Carlton

COLLINGWOOD LIBRARY

11 Stanton Street Collingwood

FITZROY LIBRARY

128 Moor Street Fitzroy

NORTH FITZROY LIBRARY

240 St Georges Road North Fitzroy

RICHMOND LIBRARY

415 Church Street Richmond

VIRTUAL LIBRARY

www.yarracity.vic.gov.au/libraries

For further information on Yarra Libraries' policies, collections, events and membership, call 1300 695 427 or visit www.yarracity.vic.gov.au/libraries

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VIETNAMESE

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GREEK

ΑΝ ΘΕΛΕΤΕ ΠΕΡΙΣΣΟΤΕΡΕΣ ΠΛΗΡΟΦΟΡΙΕΣ ΣΕ ΣΧΕΣΗ ΜΕ ΤΑ ΣΤΟΙΧΕΙΑ ΠΟΥ ΠΕΡΙΕΧΟΝΤΑΙ ΣΤΟ ΕΝΤΥΠΟ ΑΥΤΟ, ΜΠΟΡΕΙΤΕ ΝΑ ΕΠΙΚΟΙΝΩΝΗΣΕΤΕ ΜΕ ΕΝΑ ΔΙΕΡΜΗΝΕΑ ΣΤΟΝ ΑΡΙΘΜΟ **9280 1934**

MANDARIN

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ARABIC

لمعرفة المزيد عن المعلومات الواردة في هذه الوثيقة بإمكانكم الاتصال بمترجم على الرقم **9280 1930**

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