

# Latrobe City Council Library Plan 2011-2017



## TABLE OF CONTENTS

<b>1. Introduction</b>	<b>3</b>
Strategic Direction	4
The Vision	4
<b>2. National &amp; International Trends</b>	<b>5</b>
<b>3. Library Service Profile</b>	<b>7</b>
Demographic breakdown	7
Current Services	7
Children and Youth	8
Culturally and Linguistically Diverse (CALD)	9
Disability	9
Aboriginal	10
Older Citizens	10
Customer Feedback	11
Strategic Development Opportunities	12
<b>4. Library Strategy Plan 2006 - 2011</b>	<b>13</b>
Summary of Achievements	13
<b>5. Program Areas</b>	<b>14</b>
Service Delivery	14
Partnerships	14
Facilities	14
Resources	14
Marketing & Communication	14
Information Technology	14
<b>6. Action Plan</b>	<b>15</b>
Service Delivery	15
Partnerships	16
Facilities	17
Resources	17
Marketing and Communication	18
Information Technology	19
<b>7. Budget Implications</b>	<b>20</b>
<b>8. Implementation and Reporting</b>	<b>20</b>

## 1. Introduction

Libraries enrich our lives in many different ways. Recreational reading can transport us to another time and place, and just like parks and gardens, help us relax and recharge.



Good libraries enhance community liveability; they build social capital by strengthening the relationships between residents, and they promote the integration of society.

Libraries are sources of authoritative information on which we can base our most important decisions. They are seen as safe and comfortable places to spend spare time with a magazine or search the Internet.

They act as keepers of local heritage and build the records of society's achievements. They provide access to technology and employ people who can provide advice on how this can be used effectively to expand knowledge and enhance learning.

Libraries also provide meeting places and activities for all ages, and for those at the margins of society. They assist students at school, researchers beyond school, and are fundamental to lifelong learning.

Often they are the first port of call for visitors to a particular region – including newcomers seeking a new life in a new country.

Libraries are open and welcoming to all.

No wonder that 47% of Victorians are registered library members and many more use them as casual study or meeting spaces; for online research; or just to browse newspapers and magazines.

Nationally there are 109 million visits to public libraries each year where 177 million items are borrowed and seven million reference enquires are answered. There are almost 10,000 computers in libraries, the majority with Internet access.

The recently released independent report by SGS Economics and Planning titled, '*Dollars, Sense and Public Libraries; The landmark study of the socio-economic value of Victorian public libraries*', found for every dollar invested in Victoria's public libraries, \$3.56 is the average rate of return in community benefits.

## **Strategic Direction**

*“In 2026 the Latrobe Valley is one of the most liveable regions in Victoria, known for its high quality health, education and community services, supporting communities that are safe, connected and proud.”* **Our Community: Latrobe 2026 Community Vision**

The Library Plan links to the community’s vision and the Council Plan 2010-2014 with direct support for the strategic objectives of community, culture and recreational liveability; and information support for sustainability and leadership.

The Library Plan acknowledges the cultural vibrancy of the region and promotes understanding of the Latrobe Valley’s diversity of indigenous and multicultural heritage.

Latrobe City supports the Ministerial Advisory Council on Public Libraries (MAC) vision of borderless libraries underpinning the delivery of social, cultural and economic benefits for Victoria; building an innovative state and providing the means for social cohesion and inclusion; along with developing and enhancing communities.

Libraries contribute through providing:

- ❖ Books and other tangible information resources.
- ❖ Programs and services that encourage community participation and lifelong learning.
- ❖ Access to information resources through IT and qualified staff.
- ❖ Community meeting places.

## **The Vision**

The vision for Latrobe City Libraries is to provide a service that reflects the cultural, educational, recreational, and information requirements of residents and visitors.

Such services shall be open to all and delivered through an integrated service and community spaces model with branches in Churchill, Moe, Morwell and Traralgon.

The principles of the Library Service are:

- ❖ To be a storehouse of accurate and reliable information to stimulate the community and help individuals reach their potential.
- ❖ To promote literacy and reading by providing collections of material attractive to people of all ages and reading ability.
- ❖ To provide professional advice on information discovery and recreational reading.
- ❖ To provide our community with easy access to Council services.
- ❖ To provide a wide range of up-to-date library materials which meet the needs of residents regardless of age, gender, ability and language.
- ❖ To foster a greater understanding by residents of the library’s collections and its capacity to meet residents’ needs.
- ❖ To provide welcoming friendly places where people feel safe and welcome, and to be accessible through the Internet from home, office and school.

- ❖ To encourage volunteering as a way of keeping the community connected and engaged in community life.
- ❖ To participate with other libraries in resource-sharing arrangements where they benefit local communities.
- ❖ To promote digital literacy by assisting the community with access to information technology including the Internet.
- ❖ To build social cohesion by supporting the objectives of community groups through partnerships and alliances.
- ❖ To provide programs and organise activities such as storytime, author talks, homework help and home library service to targeted sectors of the community.
- ❖ To act as a gateway to Local, State and Federal Government information sources.



## 2. National & International Trends

Libraries throughout the western world face similar issues: tight budgets; rapid technological change; ageing populations; shortage of qualified staff and increasingly expensive collection and building maintenance.

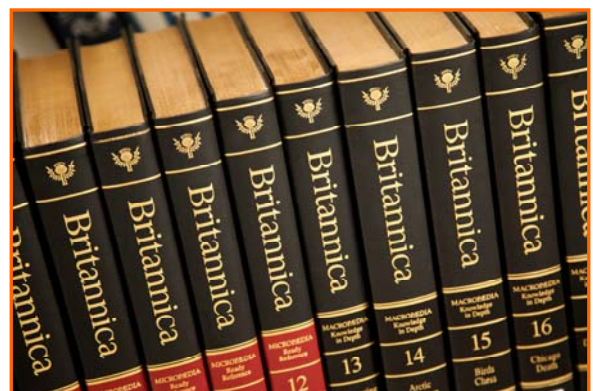
All this, coupled with high community expectations, adds up to doing more with less.

Just as public libraries face shared challenges, they also operate in an environment subject to common trends and predictions.

Some of these trends:

- ❖ Lending books and other items will continue to experience high demand for the foreseeable future.
- ❖ Public library provision of community spaces will continue to experience high demand for the foreseeable future.
- ❖ Notwithstanding the first two points, the provision of technology, especially connection to the Internet, will face steadily increasing demand.
- ❖ The National Broadband Network rollout will increase public awareness of the availability of high speed Internet. It is estimated that for perhaps a third of all households, the public library will be the sole point of access.
- ❖ The vast majority of public libraries will offer 24/7 access to their catalogues and digitised holdings through their websites.

- ❖ There will be continued uptake of Web 2.0 social networking technology for customer interaction and content creation. Library patrons will expect access to resources managed by public libraries, with increasing emphasis on digital materials delivered to the desktop at a time that suits the consumer rather than the provider.
- ❖ All tiers of government will continue to increase the availability of information and services through web interfaces and public libraries will be the nominated agencies for access provision for those who would not otherwise have access to computers.
- ❖ Members of the community, already accustomed to using electronic commerce systems for banking, applying for jobs, paying government fees and charges, and submitting information to government, will increasingly expect that government information will be delivered electronically, be easy to find, easy to print, and be stable and consistent.
- ❖ Computer familiarity will become widespread – a development hastened by the astonishingly rapid cost reductions of new hardware and fast take-up rates for new social networking software and increasingly computer-like mobile phones.
- ❖ Visits to library websites will steadily increase to the point where for many libraries the number of virtual visits will rival the number of physical visits.
- ❖ As more and more digital information from commercial sources becomes available (at a cost), there will be increasing community demand for free public access to information and research produced by governments and other publicly funded organisations.
- ❖ For libraries, there will be increasing emphasis on digitising collections, creating family and local history digital archives and repositories, and improving methods of search and delivery.
- ❖ Open access research publishing will mean more material accessible to web search engines managed by companies like Google, Yahoo! and Microsoft.
- ❖ Customers will increasingly place holds for material through the Internet, receive alerts on their mobile phones and travel to libraries to collect rather than to browse.
- ❖ Library staff will be dealing with an increasingly technology savvy clientele. Staff will need highly developed skills and be familiar with contemporary information and communications technology (ICT).
- ❖ Financial sustainability will continue to be an issue with increasing costs expected.



### 3. Library Service Profile

#### Demographic breakdown

Latrobe City currently has approximately 22,500 library members registered. This equates to 30% of our population.

Table one provides information on age demographics; with the second column showing a breakdown of the 2010 Latrobe library membership profile.

By comparison, the third and fourth columns show Australian Bureau of Statistics Estimated Resident Population (ERP) and age breakdowns for the Latrobe local government area in 2008.

**Table 1**

Age bracket (yrs)	% of Latrobe membership base#	ABS 2008 Latrobe %	ABS 2008 Australia %
0-4	0.9	6.3	6.3
5-14	10.6	19.9	13.5
15-24	17.1	14.7	13.6
25-54	42.8	39.4	42.2
55-64	11	11.7	11.0
65+	15.1	14.3	13.3

#### Current Services

Latrobe City Libraries operate from four branches, one in each of the major towns. Table two provides information on each branch.

**Table 2**

Town	Size (public space) m2	Hours open per week	Days open per week
Churchill	150	35	5
Moe	400	43	6
Morwell	850	43	6
Traralgon	800	46	7

Services include:

- ❖ An extensive lending collection for all ages.
- ❖ Gateway to all tiers of government.
- ❖ Free Internet access, including wireless access.
- ❖ Word processing and email facilities.
- ❖ Information and reference experts.
- ❖ Catalogues, databases and a huge range of online services from libraries all over Australia.
- ❖ Popular DVDs and CDs.
- ❖ Magazines and newspapers.
- ❖ Talking books.

- ❖ Materials in languages other than English.
- ❖ Online tutoring for students from Year 4 to Year 12.
- ❖ Storytime and school holiday programs for children.
- ❖ Local and family history research facilities.
- ❖ Services to the elderly and the housebound.
- ❖ Welcoming places to come and relax or to hold informal meetings.
- ❖ Moe community meeting room and study spaces in some branches.

To ensure that the Library Service provides for the needs of the entire community there are particular programs and services that cater for specific groups within Latrobe City that are outlined below.



### **Children and Youth**

As shown in Table 1, of the total membership of the Library Service children and youth make up 28.6% with 0.9% comprising 0-4 age bracket; 10.6% comprising the 5-14 age bracket and 17.1% comprising the 15-24 age bracket.

The Library Service has collections for children and teenagers and offers popular storytime sessions in all libraries. Computer and Internet access, age-related DVDs and CDs, study and meeting spaces, and homework help make up a comprehensive offering to this group.

Challenges include ensuring that the collections and services offered continue to meet the needs of this group, particularly youth, where social media and electronic gaming are increasingly popular.

The establishment of youth friendly spaces has been highlighted for investigation. These spaces may include electronic games and vending machines.

To measure the effectiveness of targeted programs, collections and services the following data will be collected:

- ❖ Program attendance across the year.
- ❖ Library membership data reflecting demographic (age, gender, location) of children and young adults in the community.
- ❖ Number of recurrent programs targeted at specific age groups.
- ❖ Loans from the children and young adult collections broken down by item type (e.g. fiction, non-fiction), subject and format.



### ***Culturally and Linguistically Diverse (CALD)***

Outside of metropolitan Melbourne, Latrobe City has the second largest Sudanese population in Victoria.

Latrobe City also has one of the largest Ukrainian populations in Australia based in Newborough and Moe as a result of immigration in the 1950s and 1960s, associated with the former State Electricity Commission.

Additionally, Latrobe City is home to immigrants from many regions including the United Kingdom, Europe and Asia. Well established sister city relationships currently exist with the City of Takasago in Japan and the City of Taizhou in China. As a result Latrobe City boasts a rich multicultural community.

Libraries provide family members' access to the Internet and email, along with printed information in other languages.

Challenges include ensuring that the library's LOTE (languages other than English) services are relevant to the needs of the local CALD communities and are marketed appropriately.

To measure the effectiveness of targeted programs, collections and services the following data will be collected:

- ❖ Usage of LOTE material including requests to other libraries for material in proportion to the cultural characteristics and composition of the local community.
- ❖ Inclusion of LOTE material in the Collection Development Guidelines.
- ❖ Engagement with community representatives to identify their library service needs, wants and preferences.

### ***Disability***

The Library is keen to improve access to services for people with disabilities, especially through improving physical facilities. Communication aids and screen reading software are available for people with vision or hearing impairment. There is also a large talking book collection, including MP3s.

To measure the effectiveness of targeted programs, collections and services the following data will be collected:

- ❖ Usage of collections in alternative formats.
- ❖ Service delivery in response to community profile and demand.
- ❖ Training of staff from people suitably qualified in disability and access issues.

## **Aboriginal**

The Library respects the rich Aboriginal history of the Latrobe Valley. Previous programs such as the Koorie Oral History Project encouraged the involvement of Aboriginal people with the libraries; as well as providing a bridge for library customers in general to explore Aboriginal culture and heritage.

Feedback received during the consultation period highlighted an interest by the Aboriginal community for programs such as dreamtime storytime, family history research, visits by Aboriginal authors and NAIDOC Week activities.

To measure the effectiveness of targeted programs, collections and services the following data will be collected:

- ❖ Number of consultations with Aboriginal people to ensure relevant collections and services.
- ❖ Number of events involving local Aboriginal people.
- ❖ Number of staff who have completed cross-cultural awareness training and percentage of staff trained in cultural awareness.

## **Older Citizens**

Latrobe City has an ageing population with significant increases of aged residents in recent years.

The Library provides meeting spaces, an extensive large print collection, talking books and an Outreach Service which brings the Library to older people who are frail and transport disadvantaged.

The Library Service often works in partnership with other internal departments and external agencies that assist the elderly.

One of the challenges is to ensure that the collection meets the needs of older citizens and with the phasing out of cassettes in place of alternative format talking books in MP3 and digital formats, there is a role for the library to encourage our aged population to engage and use this technology.

Another challenge is to ensure that the Library Service remains accessible to those who may otherwise not be able to visit the library due to frailty or other barriers to usage.

Volunteers will continue to play a key role in supporting this.

To measure the effectiveness of targeted programs, collections and services the following data will be collected:

- ❖ Number of people using the outreach service annually.
- ❖ Number of visits to aged care facilities annually.
- ❖ Partnerships developed with community organisations around service delivery and provision of resources.
- ❖ Number of programs aimed at older people.
- ❖ Number of resources borrowed based on item type and format.

### Customer Feedback

Extensive community engagement was undertaken during April and June 2010 which included consultation with Councillors, Friends of the Libraries, library staff, other internal Council departments and the broader community.

Focus groups were held with community members and a comprehensive survey was also conducted.

Over 400 people participated in these activities, including around 100 who were not current users of the library.

Survey results indicate general awareness of the services and programs offered at our libraries is fairly low.

Gender and age breakdowns of those surveyed are shown in Table 3 and are followed by a summary of survey results.

**Table 3**

Gender				
Male		Female		
32%		68%		
Age				
5-14	15-24	25-54	55-64	65+
2.9%	16.6%	36.7%	18.2%	25.6%

- ❖ 27.3% of those surveyed do not currently use the library.
- ❖ Respondents were predominantly female, and 43% were in the 55+ age bracket.
- ❖ More than 67% of respondents live in the four major towns and 68% visit a library either weekly or fortnightly.
- ❖ 92% of library users were satisfied or very satisfied with library services in general.
- ❖ 80% of library users were satisfied or very satisfied with the library collection: 22% of comments related to improving collection choices.
- ❖ 88% of library users were satisfied or very satisfied with opening hours.
- ❖ 86% of library users were satisfied or very satisfied with staff assistance.
- ❖ 64% of library users reported home Internet access, but only 30% reported using the library website.



### **Strategic Development Opportunities**

Latrobe City has a low proportion of membership by comparison with other libraries, with the state average recorded in 2008-2009 as 47% and Latrobe City recording 30% for the same period.

Latrobe City also has a largely re-active rather than pro-active service model. This is borne out by the high proportion of preferences for 'traditional' library services such as lending books and DVDs.

Patrons should be encouraged to view the library as not only a source of recreational reading, but also as a technology-intensive meeting place and community hub.

Latrobe City's 2010-2011 budget allocation for the acquisition of library resources is \$275,000. For the financial years between 2005-2006 and 2009-2010 this figure remained constant at \$250,000 per annum. Prior to that time it was \$150,000 per annum.

However, Council's spend per capita on library resources reported for the 2008-2009 period was \$3.40 and has fallen behind the average per capita spend of \$4.90 reported in the 2008-2009 Annual Survey of Victorian Public Libraries.

Using the Australian Bureau of Statistics 2009 Estimated Resident Population (ERP) for Latrobe City of 75,259 an increase of approximately \$100,000 would be required to bring the per capita spend back in line with the state average.

Additionally Latrobe City has an aged collection with 26% of the collection purchased within the last 5 years; 31% purchased between 5-10 years and 43% purchased over 10 years ago.

National standards and guidelines for Australian public libraries have recently been published.

These standards recommend an ideal public library collection would contain 50% of resources purchased within 5 years; 30% purchased between 5-10 years and 20% purchased over 10 years ago.



Following analysis of the survey data, strategic development areas were identified for inclusion in the Library Plan 2011-2017 and are summarised below:

- ❖ Review current budget allocation for acquisitions and progressively align these with the state average per capita spend over the life of the Plan.
- ❖ Reduce the age of the collection with an increase in current publications.
- ❖ Review collection development guidelines and provide for customer input in acquiring new materials.
- ❖ Develop an advertising campaign to promote library services and collections.
- ❖ Update and promote the library website; offer greater interactivity – especially access to social networking websites for teens.

- ❖ Introduce radio frequency identification (RFID) to allow for higher quality customer contact and to allow greater customer self service.
- ❖ Focus on aligning the library more closely with community requirements and aspirations, including partnerships with service clubs and government agencies.
- ❖ Implement a staff training program for lifting general awareness of services and collections; include readers' advisory training, basic reference training, training in exchange procedures, and training in library system functionality.
- ❖ Develop library programs and activities from baby rhyme time through teenage activities to Internet training for seniors.
- ❖ Investigate programs to targeted groups such as children & youth; older citizens; Culturally and Linguistically Diverse community members; aboriginal people and people with disabilities.
- ❖ Investigate linkages with local education providers.



#### **4. Library Strategy Plan 2006 - 2011**

##### ***Summary of Achievements***

Enhancements to our outreach service have been delivered by partnering with several aged care facilities. This allows housebound residents easy access to our collections without the need to travel.

The Churchill Community Hub opened in February 2009 and has been successful with positive usage numbers recorded.

The Churchill Community Hub was our first branch to fully operate under the integrated service delivery model; the same initiative that won the 2010 LGPro Awards for Excellence – Service Delivery Initiative.

We have partnered with the local community and the State Library of Victoria in hosting several very successful and prominent exhibitions which include;

- ❖ Two Latrobe Valley Ukrainian photography exhibitions hosted at the Morwell Library.
- ❖ Travelling Treasures were hosted in Moe during 2007 and Traralgon during 2009.
- ❖ The two year state-wide Independent Type travelling exhibition was launched by former Premier John Cain at the Traralgon library in 2009.

The review of our Library Management System resulted in our joining the SWIFT Consortium and the implementation of a new Library Management system in 2007.

The Consortium started with nine Victorian libraries joining together to purchase a shared library management system and has grown to include 16 Victorian libraries and 6 New South Wales libraries.

- ❖ During the 2009 – 2010 financial year these 22 SWIFT libraries loaned over 15.5 million items.
- ❖ Latrobe City has a collection of around 122,000 items, but through our involvement with SWIFT we offer our community easy access to a collection that exceeds 4 million items.
- ❖ Our involvement in the consortium has allowed us to access enhancements to our system at consortium prices and delivered savings in annual maintenance fees associated with the running of our system.
- ❖ The SWIFT Consortium was announced as the winner of the 2009 LGPro Management Initiative Award.

The Library Plan 2011 – 2017 continues the work initiated in the previous five year plan.



## **5. Program Areas**

For the period 2011 – 2017 the Library Service will continue to develop and consolidate its six key program areas:

### ***Service Delivery***

Through an integrated service model provide access to Council services and deliver a range of high quality library services that support the cultural, educational and recreational needs of our community.

### ***Partnerships***

To work with a broad range of people to develop and support learning opportunities; enhance liveability and foster community strengthening initiatives within Latrobe City.

### ***Facilities***

To provide welcoming, safe and accessible spaces for all to gather and participate in Library activities.

### ***Resources***

To develop the Library's collections and services to best reflect the expectations of our diverse community.

### ***Marketing & Communication***

To promote the Library's facilities, collections and services to encourage greater community awareness of what the library offers.

### ***Information Technology***

To implement and provide technology that enhances the library experience in a timely and relevant way.

## 6. Action Plan

### Service Delivery

Through an integrated service model provide access to Council services and deliver a range of high quality library services that support the cultural, educational and recreational needs of our community.

	<b>Actions</b>	<b>Measures</b>	<b>Outcome</b>	<b>When</b>
1	Develop a training plan to provide training for all Community Information Officers and Senior Library Officers covering; <ol style="list-style-type: none"> <li>1. Basic reference work;</li> <li>2. Basic readers' advisory;</li> <li>3. Training in the functions of the library's management system;</li> <li>4. LibraryLink Victoria;</li> <li>5. Cultural Awareness.</li> </ol>	Annual Training Plan developed providing opportunities for all relevant staff to receive training in the five identified topics.	Confident and informed staff responding to customers; customers confident that their enquiries will be successfully dealt with; reduction in the number of requests for assistance from counter staff to qualified staff.	Annually
2	Actively seek feedback from the community on our performance.	Conduct a biennial customer survey, using the 2010 Customer Satisfaction Survey as a benchmark. Make available feedback forms at all library service points.	Greater understanding of community expectations and needs.	2012/2013 2014/2015 2016/2017  On going
3	Investigate potential options for the provision of programs for the aged.	Increased usage of library services by aged persons.	Greater access for aged residents.	Annually
4	Investigate and implement programs to targeted groups such as children and youth; older citizens; Culturally and Linguistically Diverse community members; aboriginal people and people with disabilities.	One targeted program to each group delivered per year.	Increased usage of library services.	Annually

## Partnerships

To work with a broad range of people to develop and support learning opportunities; enhance liveability and foster community strengthening initiatives within Latrobe City.

	<b>Actions</b>	<b>Measures</b>	<b>Outcome</b>	<b>When</b>
<b>5</b>	Plan activities in partnerships with government agencies; service clubs including Probus, Country Women's Association and community groups including local historical societies.	Complete one joint project per year.	Establishing strong relationships with external partners to encourage lifelong connection with the library.	Annually
<b>6</b>	Develop and maintain partnerships with local educational providers	Complete one joint project per year.	Establishing strong relationships with children to encourage ongoing connection to the library through the school years.	Annually
<b>7</b>	Develop a volunteer program within the libraries.	Establishment of program.	Increased community capacity and greater participation in community life, through increased participation by volunteers.	2011/2012
<b>8</b>	Continue to participate as a member of the SWIFT consortium and PLVN and leverage such participation into related areas such as database access, shared acquisitions and specialised programs.	Regular attendance and active participation of Council Officers at meetings.	Involvement delivers access to innovative and cost effective services and programs, as well as awareness of forthcoming grants funding which will benefit the community.	Annually
<b>9</b>	Develop a Memorandum of Understanding to foster a greater understanding of the Friends of Libraries local and national goals, roles and responsibilities.	Memorandum of Understanding developed between FOL and Latrobe City.	A stronger relationship with the Friends of Libraries and greater understanding of the group's goals.	2011/2012

## Facilities

To provide welcoming, safe and accessible spaces for all to gather and participate in Library activities.

	<b>Actions</b>	<b>Measures</b>	<b>Outcome</b>	<b>When</b>
<b>10</b>	Relocate the Moe Service Centre and Library into the Moe Community Hub when constructed.	Successful transition of services to the new Moe Community Hub.	Enhanced service delivery to the Moe community and surrounding district.	Following construction of the Moe Community Hub
<b>11</b>	Conduct an audit of library facilities and develop an annual schedule of maintenance works.	Schedule of works developed annually.	Well presented, safe and accessible facilities.	Annually
<b>12</b>	Investigate and source funding to implement energy efficiency enhancements to library facilities.	Projects identified and scoped. At least one grant application lodged per year.	Long term savings due to reduced energy costs.	Annually

## Resources

To develop the Library's collections and services to best reflect the expectations of our diverse community.

	<b>Actions</b>	<b>Measures</b>	<b>Outcome</b>	<b>When</b>
<b>13</b>	Align per capita spend to the state average as identified in the Annual Public Libraries Survey.	Per capita spend on resources aligns with the state average.	Well developed and relevant collections.	Annually
<b>14</b>	Review the Collection Development Guidelines biennially.	Biennial review undertaken.	Increased turnover of the collection as usage increased through improved collection development practices.	2011/2012 2013/2014 2015/2016
<b>15</b>	Review the provision of materials for identified groups and subjects such as early childhood literacy, adult literacy, parenting, foreign languages and seniors.	Annual acquisition targets reviewed and achieved.	Increased turnover of the collection as usage increased through improved collection development practices.	Annually

### **Marketing and Communication**

To promote the Library's facilities, collections and services to encourage greater community awareness of what the library offers.

	<b>Actions</b>	<b>Measures</b>	<b>Outcome</b>	<b>When</b>
<b>16</b>	Develop an annual schedule of events to promote the library's services.	Development of an annual schedule of events.	Increase in usage of the library service and awareness of programs and services offered.	Annually
<b>17</b>	Develop a program schedule targeting seniors over the duration of the plan.	Initial program developed and implemented	Increase in usage of the library service and awareness of programs and services offered by seniors.	Annually
<b>18</b>	Develop and deliver a community awareness program to promote and encourage greater use of libraries.	Deliver four sessions per year.	Increase in membership and usage of the library service and awareness of programs and services offered.	Annually
<b>19</b>	Update and promote the library website; offering greater interactivity – especially access to social networking websites for teens.	Increased visits to the Latrobe City Library website.	Increase in usage of the library website.	Annually
<b>20</b>	Develop a youth friendly brochure to promote the Library Plan 2011/2017.	Brochure distributed.	Increased awareness of the library in young people.	2011/2012

### **Information Technology**

To implement and provide technology that enhances the library experience in a timely and relevant way.

	<b>Actions</b>	<b>Measures</b>	<b>Outcome</b>	<b>When</b>
<b>21</b>	Implement radio frequency identification (RFID) across the collection.	Identification of needs and undertake tendering process.  Implementation.	Freeing staff from automated processes and allowing for more quality interactions with customers along with efficiencies in stocktaking and materials checkout and a reduction of counter congestion.	2011/2012  2012/2013
<b>22</b>	Audit public access computer usage to determine appropriate resources required to meet the needs of the community.	Audit undertaken, requirements identified and action plan developed.	Meet increasing community demand for access to Internet resources.	2011/2012
<b>23</b>	Ensure the library webpage meets customers' expectations regarding access to resources and services.	Survey website users annually.	Higher proportion of library members making use of the website.	Annually
<b>24</b>	Develop digital literacy programs e.g. Introduction to computers; Introduction to Internet and email; Internet for Seniors.	Training delivered to 100 people per annum.	Meeting community requirements for skills development in information technology.	Annually
<b>25</b>	Investigate the provision of services such as e-books and related technology for relevance to Latrobe City users.	Business case and recommendations developed for consideration by management.	Enhanced collection and increased access for members.	2011/2012

## 7. Budget Implications

With the exception of Actions 10, 12, 13 and 21 all other actions are expected to be achieved within the Library's recurrent budgets.

**Action 10** is expected to be incorporated in the Moe Rail Precinct Revitalisation Project, which is currently being undertaken. Funding for this project is yet to be finalised and delivery of this action will be dependent on funding being sourced.

**Action 12** will be dependent on the availability of funds being sourced for any projects identified.

**Action 13** will require additional funds above the normal recurrent budget process for acquisitions of approximately \$100,000.

The Annual Public Libraries Survey 2008-2009 reports the average per capita spend for library resources to be \$4.90.

Latrobe City per capita spend for the same period was \$3.40.

This Plan proposes budgetary consideration be given for the acquisition of resources to increase by CPI plus \$25,000 per annum for the financial years of 2011/2012, 2012/2013, 2013/2014 and 2014/2015.

**Action 21** will be dependent on the availability of funds being sourced once project costs have been identified. This would potentially require both Council capital expenditure and external funding being sourced.

## 8. Implementation and Reporting

Actions identified in this Library Plan 2011 – 2017 will commence in the 2011/2012 financial year and conclude at the end of the 2016/2017 financial year.

A review of this Plan will be undertaken during the 2016/2017 financial year and will inform the development of any future Library Plan.

Reporting on the delivery of relevant actions within this Plan will be included in monthly Community Information Services Business Plan Reporting.

Comments relating to this plan should be directed to the Coordinator Libraries on 1300 367 700.

To obtain this information in languages other than English, or in other formats (including audio, electronic, Braille or large print), please contact Latrobe City Council on 1300 367 700.



**Latrobe City Council  
141 Commercial Road  
Morwell Victoria 3840**

**1300 367 700  
latrobe@latrobe.vic.gov.au  
www.latrobe.vic.gov.au**

