Library Service Strategic Plan
2013 – 2018
Document Information

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Contents

1. Executive Summary ........................................................................................................... 4
2. Introduction ...................................................................................................................... 4
   2.1 What is the role of the Mildura Rural City Council Library Service? ................. 4
   2.2 Who is responsible for the delivery of Library Services? ....................... 4
   2.3 Our customers ........................................................................................................... 4
   2.4 Other key stakeholders ......................................................................................... 5
   2.5 The Library Service Team .................................................................................. 5
   2.6 Strategy scope ........................................................................................................ 6
   2.7 Strategy exclusions ............................................................................................... 6
3. Strategic Alignment ......................................................................................................... 6
   3.1 Our Vision ............................................................................................................... 6
   3.2 Our principles ......................................................................................................... 6
   3.3 Council Plan ........................................................................................................... 7
   3.4 Organisational plans and strategies ................................................................... 8
4. Methodology .................................................................................................................... 8
   4.1 Stakeholder surveys ............................................................................................... 8
   4.2 Stakeholder workshops ......................................................................................... 8
   4.3 Drop-in sessions .................................................................................................... 9
5. Analysis ............................................................................................................................ 9
   5.1 User and Non-User Surveys ............................................................................... 9
   5.2 Stakeholder workshops ....................................................................................... 10
   5.3 Drop-in Sessions ................................................................................................. 11
6. What do we want to look like? ..................................................................................... 11
   6.1 Service Delivery ..................................................................................................... 12
   6.2 Facilities ................................................................................................................ 13
   6.3 Workforce ............................................................................................................. 14
   6.4 Collections ............................................................................................................ 15
   6.5 Technology ............................................................................................................ 16
   6.6 Programs ............................................................................................................... 18
7. How will this Strategy be measured? ........................................................................... 18
8. References ...................................................................................................................... 18
9. Definitions ....................................................................................................................... 19
10. Action Summary Table .............................................................................................. 20
APPENDIX ......................................................................................................................... 25
1. Executive Summary

The Mildura Rural City Council Library Service Strategic Plan 2013 - 2018 sets out a framework for library services provided by Mildura Rural City Council. It has been developed to help achieve the organisational vision of 'Making this the most liveable, people-friendly community in Australia'.

This Strategic Plan identifies the Library Service’s key customers and stakeholders along with its strategic objectives and goals, and outlines actions that will be undertaken to achieve them.

It also seeks to set the direction of the Library Service for the next five years, taking into account the changing trends in provision of public library services.

2. Introduction

2.1 What is the role of the Mildura Rural City Council Library Service?

The primary role of the Library Service is to engage with the local community through the provision of face-to-face and online customer service.

It provides resources, programs and services to support life-long learning, recreational pursuits, literacy, reader development, and education. It provides facilities and spaces for learning, working and engaging with others. The public also seek assistance from staff to locate materials, to find information and to use technology.

2.2 Who is responsible for the delivery of library services?

The delivery of Library Services in the Mildura Rural City Council local government area is the primary role of the Mildura Rural City Council Library Service, a unit of the Leisure and Cultural Services Department within the Mildura Rural City Council Community Branch.

The Library Service works closely with libraries in the SWIFT Consortium, other Victorian Public libraries, the State Library of Victoria and the Department of Transport, Planning and Local Infrastructure.

2.3 Our customers

Our customers comprise the ratepayers and residents of the Mildura Rural City Council, as well as the State of Victoria, neighbouring municipalities, backpackers and other tourists.

During the 2012/13 financial year, there were over 270,900 visits in our libraries, more than 345,000 items were loaned and there were more than 49,000 sessions using our public computers and the wireless network. The Library provided 613 programs for the year and 16,605 people attended.
2.4 Other key stakeholders

Other key stakeholders with which the Library Service team maintains close working relationships include:

- Public Libraries Network Victoria
- State Library of Victoria
- Department of Transport, Planning and Local Infrastructure
- SWIFT Consortium

2.5 The Library Service Team

The Mildura Rural City Council Library Service team sits within the Leisure and Cultural Services Department in Council’s Community branch, as outlined in the diagram below.

Key services provided by the Library Service:

- Loaning of materials including print, audiovisual, and online resources
- Internet access
- Provision of computers, printing and scanning
- Programs such as Kindergartens, story times, schools, community groups
- Meeting rooms
- Book clubs
- Home library
- Mobile Library
• Reference services – genealogy, local history, Murray River
• Support to local community groups
• Preservation of heritage materials

2.6 Strategy scope

The Library Service Strategic Plan has been prepared to determine the future operations of the Library Service in alignment with the Council Plan.

Specifically, it sets out to address the following areas:

• Collections – procurement, mix of collections, e-resources versus print, online services to culturally and economically diverse community.
• Programs – range of programs offered, staffing required, space required, demand for services, outreach programs
• Resources – right mix of staff, training, budget, equipment, RFID, staff structure
• Library facilities – buildings, mobile library, fit for purpose, standards, compliance, provision of other services
• Technology – LibraryLink, SWIFT, community use of technology, future technologies, sustainability of technology used
• Service delivery – workforce, equality and access, model of service, demographic changes, hard to reach users, branding

2.7 Strategy exclusions

The scope of this strategy does not include governance of the Library Service.

3. Strategic Alignment

The Library Service Strategic Plan aligns with Mildura Rural City Council's vision, values, principles and overarching strategic document, the Council Plan. It also has close links with a range of other organisational plans and strategies.

3.1 Our vision

In conjunction with the community, Mildura Rural City Council has developed a vision for 2025 to be ‘The most liveable, people-friendly community in Australia’. The Library Service Strategic Plan has been developed to reflect this.

The Library Service mission is to provide a welcoming and friendly library service that uses its resources strategically to ensure everyone in our community has access to a diverse, relevant and up-to-date range of library materials, services and programs.

3.2 Our principles

Australian Business Excellence principles form part of our organisational culture and outline behaviours staff should display as they work for the community. These principles include:

• Leadership
• Customers
• Systems Thinking
• People
• Continuous Improvement
• Information and Knowledge
• Variation (reducing)
• Corporate and Social Responsibility
• Sustainable Results

3.3 Council Plan

The Council Plan 2013-2017 sets out four Strategic Objectives that Council will pursue over the next four years. It also details actions and initiatives in 19 Key Result Areas (KRAs) that will be undertaken to achieve these Strategic Objectives. The Library Service Strategic Plan will contribute where possible to all elements of the Council Plan, but in particular;

**KRA 1.5 Arts and Heritage:**

<table>
<thead>
<tr>
<th>KRA 1.5 Goals</th>
<th>Measures</th>
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<tr>
<td>A community that values and embraces its history and diverse cultural heritage</td>
<td>Community satisfaction with recognition of local history and cultural heritage</td>
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| Everyone has access to a diverse range of quality library materials, services and programs | Community satisfaction with libraries |
| | Library usage |

3.4 Organisational and State plans and strategies

The Library Service Strategic Plan has been developed with consideration of a range of existing strategic documents, including:

- Tomorrow’s Library – Review of Victorian Public Libraries
- Libraries 2030

Implementation of this Strategy should be considered with reference to these documents.

4. Methodology

The development of the Library Service Strategic Plan was informed by the following methods:

- Stakeholder surveys
- Stakeholder workshops
- Drop-in sessions at key townships
- Review of available data
4.1 Stakeholder surveys

User and non-user surveys were undertaken to evaluate the Library Service, to rate access, facilities and service quality and to gather stakeholder feedback on future needs and service provision. Total survey respondents totalled 467.

Two survey tools were actioned, including:

- **User Survey**
  - Paper based and online survey developed by the Library Service – Collects data on customer satisfaction, use of services, programs and resources and demographics. Survey was conducted in June 2013. **422 respondents**

- **Non-user Survey**
  - Online survey developed by the Library Service to collect data on people in the community that do not use the Library Service. Survey conducted in June 2013. **45 respondents**

4.2 Stakeholder workshops

A number of workshops were conducted with stakeholder groups following the completion of the survey phase of the project. Participants were provided with survey results and workshopped their thoughts and ideas on what direction library services should take in the ensuing five year period.

Workshops were conducted for the following stakeholder groups;

- Mildura Rural City Council staff
- Library Service staff
- Sunraysia Ethnic Advisory Committee staff
- Mallee District Aboriginal Services
- Youth Ambassadors
- Vision Australia clients
- Mildura Senior Citizens

Workshop data was compiled and analysed and has driven the development of the strategic goals, objectives, actions and measures in this document.

4.3 Drop-in Sessions

Drop-in sessions were held in the townships of Mildura, Red Cliffs, Merbein, Irymple, Ouyen, Nangiloc, Werrimull, Lake Cullulleraine, Murrayville, Underbool and Walpeup. The sessions ran from one to one-and-a-half hours by Library Service staff.

5. Analysis

5.1 Surveys

**User and non-user surveys** were undertaken during June 2013 specifically to gain data for the development of the Library Service Strategic Plan.
User survey

The User Survey showed a very high Customer Satisfaction rating with 11.4% of the respondents scoring Satisfied and 88.1% Very Satisfied.

88.9% of respondents used their Library because it was the closest to their home or work and 34% stated that it was because of the staff that worked in that Library.

The survey showed that 47% of respondents used their Library weekly and 20.7% fortnightly and 95.2% go to their Library to borrow items and 29% to access information.

Users were asked if they could make one improvement what it would be. The results of these revealed the following issues:

- Longer hours of opening at all Libraries
- Wi-Fi is slow
- More space and places to sit
- Libraries can be noisy at times
- No overdue fees
- Loan periods need to be reviewed
- Website not user friendly
- More items in all collections
- Public education on how to use online services
- Lack of parking at Mildura Library

Non user survey

Interesting points raised by the non-user survey included:

- Too busy to read
- Don’t think to go
- Have internet at home
- Work when the Mobile Library is at site
- Don’t read
• Not interested

• Don’t know when libraries are open

5.2 Workshops

Workshops were held following the completion of the survey process to examine the survey results and to further explore the future direction for library services 2013 - 2018. Workshops were held for Mildura Rural City Council staff, Library Service staff, Mallee District Aboriginal Services, Sunraysia Mallee Ethnic Advisory Committee, Senior Citizens, Vision Australia and Youth Ambassadors.

Key points raised at the workshops have been collated and were considered in the development of this strategy’s themes and actions:

• E-resources collections
• Mobile device training for e-resources
• Partnerships with other Council Departments
• Upgrade the Wi-Fi service
• Local History and preservation
• Increasing Literacy
• Brand the Library Service
• Increase marketing opportunities
• Being more culturally diverse – collections and programs in other languages
• Partnerships with Aboriginal organisations and CALD communities
• Improve website
• Redevelop the Customer Service area of the Mildura Library
• Review loan periods and limits
• Review opening hours
• Invest in staff training to keep up with technology
• Collections need to be relevant and up-to-date
• Upgrade technology
• Introduce youth programs

5.3 Drop-in Sessions

The drop-in sessions at the following towns of Mildura, Red Cliffs, Merbein, Irymple, Ouyen, Nangiloc, Werrimull, Lake Cullulleraine, Murrayville, Underbool and Walpeup revealed issues such as:

• Longer hours of opening
• Larger Library at Irymple
• Increased collections
• Technology classes
• Increased publicity
• Overdue fees
• Mobile Library times and sites reviewed
• Up to date technology
• Rotate stock more frequently

6. **What do we want to look like?**

The primary aim of the Library Service Strategic Plan is to:

• Be responsive to customer needs and changing trends
• Be highly visible and accessible
• Improve the delivery of services to customers
• Measure our performance and customer satisfaction

With this in mind, the Library Service Strategic Plan is divided into six key areas, as follows, with identified actions in each:

• Service delivery
• Facilities
• Workforce
• Collections
• Technology
• Programs

6.1 **Service Delivery**

**Outcome to be achieved**

Ensure that our community is aware of library services and is able to access these on an equal basis.

**Current Situation**

The Library Service undertakes activities to promote awareness of its services in the following way:

• Marketing which includes regular radio spots and library columns
• Advertising via mass and social media
• Regular displays in the library branches
• Attending community events such as Senior Citizen's Week and Little Day Out.
• Involvement in Arts Mildura events, and State Projects such as author visits, Summer Read and Poetry Slam.

The Library Service currently works with other Council departments to promote mutual services.
In total the Library Service opens 166.5 hours a week with the following per branch:

- Mildura Library – 48 hours
- Red Cliffs Library – 32 hours
- Merbein Library – 33 hours
- Irymple Library – 25 hours
- Mobile Library – 28.5 hours

The Mobile Library visits the eight sites of Nangiloc, Walpeup, Underbool, Murrayville, Cowangie, Ouyen, Werrimull and Lake Cullulleraine.

The Library Service has 24/7 access to its website and catalogue.

**Actions Required**

6.1.1 Develop and implement an annual Library Marketing and Communications plan

6.1.2 Develop a recognisable brand that is used consistently across all branch libraries

6.1.3 Establish a web team responsible for the content management

6.1.4 Conduct a review of all static branches

6.1.5 Conduct a review of the viability and hours of mobile library sites

6.1.6 Investigate opportunities to improve the provision and access to Council services through the branch Libraries

6.1.7 Develop partnerships with Council departments including Youth, Aged, Arts, Community Development, Family & Children’s Services, Visitor Information Centre, Recreation and Events

**6.2 Facilities**

**Outcome to be achieved**

Offer a welcoming, flexible, and functional environment that caters for all lifestyles and diverse uses and needs.

**Current Situation**

Successful grant applications through the Living Libraries Program and support from the Mildura Rural City Council have seen the following projects undertaken:

- Red Cliffs Library was redeveloped and re-opened in August 2009.
- Mobile Library prime mover and trailer were replaced in 2010.
- Merbein Library was rebuilt and opened in March 2013.

However, the Mildura Library and the Irymple Library have issues that need to be addressed.

The Mildura Library was built as part of The Alfred Deakin Centre and opened in June 1997.
The current Library does not meet the community’s and staff needs especially in the following areas:

- Space and seating to access Wi-Fi and internet
- Training room for technology classes
- Quiet area for study
- Separate and appropriate space for programs, such as story times, author visits, and digital literacy
- Catering for RFID equipment and workflow issues in the customer service area
- Catering for the exponential growth in the number of interlibrary loans
- Allow access for the Mobile Library to be housed and operated from the Mildura Library
- Lack of storage for archival materials, particularly local history.

The Irymple Library has been slightly extended over many years since its opening in 1949 and it was refurbished in 2008 with new shelving, carpet and new roof.

It has convenient access for those customers who use it and is highly valued by them, although it is the least used of all library facilities.

However the building is no longer fit for purpose because it is cramped with not enough space for those using technology, conducting programs, or for increased collections

**Actions Required**

6.2.1 Consider the opportunity of expanding the Mildura Library into the Visitor Information Centre space when it is relocated as part of the redevelopment of the Mildura Riverfront project.

6.2.2 Investigate the feasibility of housing the Mobile Library at Mildura branch location

6.2.3 Consider the feasibility of the Irymple Library in regard to usage, proximity of the other Branch Libraries, condition of existing site, etc. and investigate alternative service delivery options with planned development of business in Irymple, as part of the Library Services Sustainability Review.

6.2.4 Develop a Business Case for a community archival facility in conjunction with Information Services Department – SuniTAFE

**6.3 Workforce**

**Outcome to be achieved**

Ensure a safe, healthy and happy workplace for all employees that nurtures skills and talents and encourages team work and cooperation.

**Current Situation**

There is currently 29 staff (23 EFT) across the Library Service that provides service to five facilities, covering 166.5 hours of opening a week.

Staff have a variety of specialist skills such as:
• customer service
• research, information provision and reader advising
• program delivery
• marketing
• home library service
• mobile library service
• collection development
• inter-library loans
• technology support
• administration
• management

There are current issues involving

• succession planning
• rostering and capacity to fill in for staff absences
• access to and time for professional development opportunities
• relevance of staff roles given changing needs of the community

**Actions Required**

6.3.1 Review staff roles, capacity, and structure through a sustainability review
6.3.2 Develop an annual training plan
6.3.3 Develop a mentoring program for succession planning

**6.4 Collections**

**Outcome to be achieved**

Develop a dynamic collection that responds to community needs and stimulates new interests.

**Current Situation**

The library collection is one of the core resources used in delivering library services to meet community needs.

Customers expect that the library will provide access to a wider range of items and more quickly than ever before. On the other hand, our community is borrowing fewer items from the library collection.

However, the Library Service is seen as a primary source of materials for specific reasons:

• specialist fields (eg large print, literacy resources, local history),
• cost (eg audiobooks)
• nature of use (eg parents tend to use a large number of picture books while their children are young)
• limited income, the library is also a primary source of free recreational and informational materials.

The Library Service currently has approximately 100,000 items across four static libraries and the mobile library.
The last four years have seen a number of changes to collections particularly the diversification of collections, and the use of collections.

Diversification of collections has included:
- New specialist collections have been added such as the Aboriginal collection, graphic novels and adult and children’s literacy collections.
- New formats have been added such as audiobooks in MP3 format and on pre-recorded MP3 players.
- Non-traditional collections have been added such as the loaning of power-mates and pedometers to our community.

The use of collections has changed:
- There is an increase in the use of audiovisual materials.
- The SWIFT consortium has allowed the efficient movement of items from other SWIFT libraries. Patrons value this service and loans from other SWIFT libraries in 2012-2013 comprised 5.4% of total loans (18,817 items).
- Use of print medium is decreasing but still accounts for the major part of usage.
- In 2012-2013, the top five collections by turnover rate were DVDs, audiobooks, Magazines, Adult fiction, and Picture books.
- In 2012-2013 the top five collections by number of loans were adult fiction, DVDs, non-fiction, large print, and junior fiction.

**Actions Required**

6.4.1 Review and update the Collection Development Policy
6.4.2 Develop procurement action plan
6.4.3 Monitor contracts with relevant suppliers to achieve cost effective procurement of collections
6.4.4 Implement actions arising from the Tomorrow’s Library review
6.4.5 Implement e-resource collection
6.4.6 Incorporate database procurement into the procurement plan
6.4.7 Collect materials pertaining to local historical significance and diverse cultural heritage
6.4.8 Develop a process for the management of significant historical collections
6.4.9 Develop a heritage policy
6.4.10 Develop plan for digitisation of relevant collections

**6.5 Technology**

**Outcome to be achieved**

Utilise technologies effectively to provide innovative services to customers and to support library operations.

**Current Situation**

The Mildura Rural City Council Library Service currently provides
- Public access computers in all branches
- Wireless access in all branches except the mobile library
- A library management system that is hosted as part of a consortium which has a dedicated administrator
- Access to printing and scanning at all branches
- A web-site, Facebook page, Twitter account and blog
- Some assistance from library staff in using technology

Computer facilities are provided across the branches and are well received by customers who are generally able to access a PC within a reasonable time. The recent expansion of computer facilities at Red Cliffs and Merbein have seen a high increase in the use of PCs at these branches.

Participation in the SWIFT consortium provides a hosted service which provides reliable management, data backup, and the availability of assistance and advice from the consortium administrator.

Patrons are able to receive notifications by email and SMS text as well as by mail from the library system and the Library Service has a presence on social media.

Wireless access has been inconsistent with issues with equipment, and speed.

The current website is of poor quality and is being worked on, the lack of a dedicated web staff member means that this work is progressing slowly. Staff resources for ongoing maintenance will also be an issue.

Staff have indicated that they need additional training in a range of technology devices and troubleshooting so they are better able to serve customers.

Microsoft Office software is out of date on both public and staff computers. The current version of internet browser is also out of date and causes inefficiencies, and other issues.

RFID technology is slowly being introduced to the Library Service. Ongoing funding to roll out the technology to all branches is uncertain.

Trends in the development of technology directly affect the library service. The proliferation of portable devices such as smart phones and tablets, the expectation of access to high-quality online services, the development of library management systems to provide better services to customers and the implementation of RFID systems in libraries change the way the library service uses its resources and offers services.

Customers have a high expectation of access and service which includes:
- Access to fast, reliable and up to date internet services and office software which is available without waiting
- Library data and transactions that are fast, reliable and accurate
- Choice of use of library computers or their own devices to access internet
- Access to printing and scanning
- High quality web services including placing of holds, personal accounts, alerts to new items and events
- Choice of self-service for loans, returns and account payments
- Access to digital collections
- Access to technology and digital literacy training
• General assistance from library staff in using technology
• Use of a variety of channels of communication
• Cyber safety measures

**Actions Required**

6.5.1 Active participation, involvement and influence in SWIFT consortia
6.5.2 Develop a service-wide RFID Plan
6.5.3 Source funding for RFID implementation
6.5.4 Create a functional website
6.5.5 Maintain monthly meetings with Information Services Department to ensure issues are acted upon.
6.5.6 Replace current wireless equipment
6.5.7 Investigate login options for Wi-Fi services
6.5.8 Provide training for staff to assist customers to use digital collections, and e-resources
6.5.9 Provide training to customers to access digital collections and e-resources
6.5.10 Implement E Smart program within Mildura Rural City Council libraries

**6.6 Programs**

**Outcome to be achieved**

Provide a range of programs that assists our community to achieve its full potential.

**Current Situation**

In these information rich times good literacy skills are vital and affect every aspect of life. Being literate provides opportunities to develop and build knowledge, achieve goals and participate as part of a community.

Customers have expectations of relevant programs that promote the love and value of reading and support literacy.

During the last four years, early literacy programs have been expanded to include baby bounce and toddler time in addition to the regular pre-school story-time, first at Mildura library and then to Red Cliffs and Merbein libraries.

With the implementation of e-resources, and the proliferation of mobile devices, there is a need to ensure the library service is able to assist customers to access e-resources through digital literacy programs and one-on-one assistance.

There is a need to further develop programs taking into account cultural diversity, reader development, children’s and adult literacy and community education.

**Actions Required**

6.6.1 Establish and promote an annual schedule of programs that are responsive to community needs
6.6.2 Review diversity of children’s literacy programs
6.6.3 Develop and deliver adult literacy programs
6.6.4 Develop programs that incorporate cultural diversity eg: Naidoc Week, Harmony Day, Bilingual storytime
6.6.5 Develop a reader development activity plan
6.6.6 Develop a program of historical themes
6.6.7 Develop brain health programs

7 How will this Strategy be measured?
Implementation of the Library Service Strategic Plan will be evaluated on two levels:

Level 1: Have we implemented the actions in the strategy?
This will be monitored through reporting on the progress of strategy implementation as part of the quarterly reporting against the Annual Branch/Council Plans

Level Two: Have the actions undertaken achieved the desired outcomes?
This will be measured through Library Service Satisfaction Survey Results, specifically:

- Library Service user and non-user Surveys
- Auspoll
- Library Service data collection and historical comparison
- Annual Statistical Survey on Victorian Public Libraries

8 References

9 Definitions
CMT: Corporate Management Team (Chief Executive Officer and General Managers)
SMT: Strategic Management Team (Chief Executive Officer, General Managers, Managers)
KRA: Key Result Area
SWIFT: The SWIFT Library Consortium is a co-operative network of public, school and TAFE libraries across Victoria and New South Wales.
## 2013-18 Library Service Strategic Plan – Action Summary Table

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<td>Awareness</td>
<td>Ensure community awareness of collections, services and programs</td>
<td>DEVELOP AND IMPLEMENT AN ANNUAL LIBRARY MARKETING AND COMMUNICATIONS PLAN</td>
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<td>The Library Service is recognised by the Community</td>
<td>Develop a recognisable brand that is used consistently across all branch libraries</td>
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<td>Ensure website content is up to date and relevant to the community</td>
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<td>Access</td>
<td>Ensure opening hours best meet the needs of our community and ensure the service remains sustainable</td>
<td>Conduct a review of all static branches</td>
<td>Review conducted</td>
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<td>Conduct a review of the sustainability of hours open at mobile library sites</td>
<td>Review conducted</td>
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<td></td>
<td>Ensure best use of resources across Mildura Rural City Council to provide the best possible service to our community</td>
<td>Investigate opportunities to improve the provision and access to Council services through the branch Libraries</td>
<td>Investigation completed</td>
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<td>Develop partnerships with Council departments including Youth, Aged, Arts</td>
<td>Partnership opportunities developed</td>
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<td>6.2 Facilities</td>
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<tr>
<td>Redevelopment of the Mildura Branch to expand work and public spaces</td>
<td>Consider the opportunity of expanding the Mildura Library into the Visitor Information Centre space when it is relocated as part of the redevelopment of the Mildura Riverfront project.</td>
<td>Development Plan completed</td>
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<tr>
<td>Review efficiency and suitability of access to the mobile library</td>
<td>Investigate the feasibility of housing the mobile library at Mildura branch location</td>
<td>Investigation completed</td>
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<tr>
<td>Provide an appropriate library service to meet the needs of the Irymple community</td>
<td>Consider the feasibility of the Irymple Library in regard to usage, proximity of the other Branch Libraries, condition of existing site, etc. and investigate alternative service delivery options with planned development of business in Irymple, as part of the Library Services Sustainability Review.</td>
<td>Investigation completed</td>
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<tr>
<td>Ensure community access to historical and archival material</td>
<td>Develop a business case for a community archival facility in conjunction with Information Services Department -</td>
<td>Business case completed</td>
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### 6.3 Workforce

| Ensure best use of human resources to maximise benefit to the community | Review staff roles, capacity, and structure through a sustainability review | Sustainability review completed | * * |
| Equip staff with the skills required to carry out their role | Develop an annual training plan | Plan completed | * * * * * |
| Use the existing skill and knowledge base of our staff to assist in the growth and development of other staff | Develop a mentoring program for succession planning | Plan completed | * * * |

### 6.4 Collections

<p>| Ensure up to date and relevant collections are provided for our community | Review and update the Collection Development Policy | Policy updated annually | * * * * * |
| Develop procurement action plan | Plan developed annually | * * * * * |
| Provide best value in the purchase of collections to meet governance procurement requirements | Monitor contracts with relevant suppliers to achieve cost effective procurement of collections | Review and monitor contracts | * * * * * |
| Participate in state-wide initiatives for new collections and distribution of materials amongst libraries | Implement actions arising from the Tomorrow’s Library review | Actions implemented | * * * * * |
| Establish e-resource collections | Implement e-resource collection | Collection established | * |
| Ensure community access to relevant databases | Incorporate Database procurement into the procurement plan | Plan updated | * |
| Ensure community | Collect materials pertaining to local | Number of collections | * * * * * |</p>
<table>
<thead>
<tr>
<th>Access to historical and archival material</th>
<th>Historical significance and diverse cultural heritage</th>
<th>Develop a process for the management of significant historical collections</th>
<th>Processes developed</th>
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<td>Develop a heritage policy</td>
<td>Policy developed</td>
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5. Incorporate digitisation of collections of historical and significant value to the community

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<th>Develop plan for digitisation of relevant collections</th>
<th>Digitisation plan developed</th>
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6. Technology

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<tr>
<th>Membership of the SWIFT consortia to ensure ongoing LMS stability and to facilitate an improved service for customers</th>
<th>Active participation, involvement and influence in SWIFT consortia</th>
<th>Attendance at meetings</th>
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<tr>
<td>Implement Radio Frequency Identification (RFID) at all library locations</td>
<td>Develop a Service-wide RFID Plan</td>
<td>Plan developed</td>
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<tr>
<td>Source funding for RFID implementation</td>
<td>Funding sourced</td>
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<td>Ensure a functional web site is provided to all customers of the library service</td>
<td>Create a functional website</td>
<td>New website launched</td>
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<tr>
<td>Ensure Mildura Rural City Council libraries offer the most up to date technology resources</td>
<td>Maintain monthly meetings with Information Services Department to ensure issues are acted upon</td>
<td>12 meetings a year</td>
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<tr>
<td>Ensure an improved and consistent Wi-Fi</td>
<td>Replace current wireless equipment</td>
<td>Equipment updated</td>
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<tr>
<td>Service for all branch libraries</td>
<td>Investigate login options for Wi-Fi services</td>
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<tr>
<td>Customers are able to access the library website and digital collections</td>
<td>Provide training for staff to assist customers to use digital collections, and e-resources</td>
</tr>
<tr>
<td>Provide training to customers to access digital collections and e-resources</td>
<td>Customer training provided</td>
</tr>
<tr>
<td>Assess and develop guidelines to ensure appropriate governance of technology and resources</td>
<td>Implement E Smart program within MRCC libraries</td>
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<tr>
<td>6.6 Programs</td>
<td>Establish and promote an annual schedule of programs that are responsive to community needs</td>
</tr>
<tr>
<td>Review diversity of children’s literacy programs</td>
<td>Children’s literacy programs reviewed</td>
</tr>
<tr>
<td>Develop and deliver adult literacy programs</td>
<td>Adult literacy programs developed</td>
</tr>
<tr>
<td>Provide programs that support cultural diversity and social inclusion</td>
<td>Develop programs that incorporate cultural diversity eg: Naidoc Week, Harmony Day, Bilingual storytime</td>
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<td>Provide a coordinated approach to the delivery of reader development</td>
<td>Develop a reader development activity plan</td>
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<td>Promote local historical collections, information and</td>
<td>Develop a program of historical themes</td>
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<td>events</td>
<td>Develop brain health programs</td>
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<tr>
<td>Support the community by providing life long learning, mental engagement and stimulation programs</td>
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APPENDIX

Results –
Library Service members at 30 June 2013 totalled 22,604.

Inter-Library Loans has been a growth area of the Library Service since it joined a consortium of libraries (SWIFT) to share resources in May 2007. The customers have easy access to more than two million items through the consortium.
The Mildura Library is the most visited Branch within the Library Service.

The Library Service collections include a diverse range of materials such as fiction and nonfiction, picture books, music CDs, audiobooks, DVDs, graphic novels, readers, local history, magazines and even power mates and pedometers. The Library Service collections comprise approximately 100,000 items.
Internet access for the customers is provided through in-house computers and via a wireless network. The provision of technology services has become an essential service of public libraries. During the 2012-2013 year more than 49,000 sessions were provided.