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*Everything you
require to know in
life is in a library*

(Library user, Point Cook, 2017)

Library Service Strategy

2018-2040

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Introduction

Wyndham Libraries

Library activity

- In 2016-17 Wyndham City Libraries had:
- 71,233 library members, representing 32% of the Wyndham population
 - 32,672 ‘active’ library members who borrowed one or more collection items during the year
 - 1.03 million visits to library branches
 - 150,000 visits to the library website
 - 243,000 books, DVDs and other physical items, as well as 9,400 ebooks and digital resources
 - 1.62 million loans of physical collection items and 36,000 downloads of digital items
 - 134,000 bookings of the library computers
 - 333,000 wifi sessions at library branches
 - 97,000 attendances at library learning, cultural and social engagement programs.

In 2015-16 Wyndham Libraries’ had an annual operating budget of \$7.85 million, and employed 101 permanent staff, equivalent to 62 full time employees. In terms of the population it serves, Wyndham Libraries is the largest single municipal library service in Victoria, smaller only than the five largest regional library corporations. Wyndham Libraries are also amongst the top three single municipal library services in terms of collection size, loans, program attendance and staffing.

Library branches

The City of Wyndham’s libraries serve one of the fastest growing local government areas in Australia. Wyndham, on metropolitan Melbourne’s south-west edge, has a population of 222,656 (ABS ERP, 2016) that is forecast to grow to 424,000 by 2036 (.id Community, 2017). Wyndham currently has five static library branches.

Plaza Library

Plaza Library is Wyndham’s largest library, located on the first floor of the Pacific Werribee Shopping Centre on Derrimut Road. Originally opened at Werribee Plaza Shopping Centre in 1993, the library moved to its current location in 2015. Plaza Library is also home to Wyndham Library Service’s senior leadership team.

Wyndham Vale Library

The Wyndham Vale Library opened in 2011. It is part of the Wyndham Vale Community Learning Centre, located with allied Council services including kindergartens and MCH services, a youth space, and close to local schools.

Werribee Library

Werribee Library (in the heart of Werribee township) opened in its current location at the Wyndham Cultural Centre in 2001. The library underwent a major renovation in 2010.

Point Cook Library

The Point Cook Library opened in 2009 and is now the busiest branch in the network. It is part of the Community Learning Centre with kindergarten and maternal and child health (MCH) services, and close to shops and businesses at the thriving Point Cook Town Centre.

Julia Gillard Library Tarneit

The Julia Gillard Library in Tarneit is Wyndham’s newest library, opened in 2015 in the rapidly growing northern part of Wyndham. The library is part of the Tarneit Community Learning Centre which also includes MCH and kindergarten services.





Julia Gillard Library Tarneit

Library Service Strategy 2018-2040

Public libraries play a vital role in empowering and enriching the lives of residents through their collections, access to lifelong learning programs, literacy support, and access to information, technology, leisure opportunities and cultural engagement.

Wyndham City Council adopted its first Library Service Strategic Plan in 2005. The plan covered the period 2005-2020 and directed the rapid growth of library services across the City to accommodate the growing municipal population. During this time three new libraries were opened in Point Cook, Wyndham Vale and Tarneit, and there were major redevelopments to the Plaza and Werribee Libraries.

An update of the Strategic Plan is a priority for Council. The new Library Service Strategy 2018-2040 will provide a strategic and integrated framework and direction for Council's ongoing provision of contemporary library services and facilities in a period of continued growth. The strategy builds on the previous plan and Wyndham's Learning Community Strategy 2014-2017, and positions Wyndham Libraries to play a key role in Wyndham being a 'Smart City'.

The new strategy also examines how the libraries can support the Wyndham 2040 Vision. Wyndham's libraries are widely acknowledged as a vital and valuable community asset that are well placed to support achievement of the vision of Wyndham 2040 across all districts. These linkages are clearly articulated in the strategy. The strategy also considers future library service provision across the municipality with reference to existing Precinct Structure Plans (PSPs) and other Council infrastructure and service planning.

The Library Service Strategy 2018-2040 will keep local libraries at the forefront of new library developments in technology, infrastructure and service provision. Wyndham Libraries'

*Wyndham
Libraries – A
place where
everyone can
learn, connect
and grow.*

ongoing adoption of an array of new technologies has already allowed it to simultaneously leverage efficiencies in service delivery and be more accessible to and inclusive of all members of the community.

Facilities, collections, programs and service models are also a key focus of the strategy. For example, while the use of digital resources grows the print collection continues to be a core library service. The number of items borrowed in 2016-17 exceeded 1.65 million. The new strategy will provide direction to ensure that Wyndham's collection remains relevant and valued by the community.

A key feature in development of the new strategy has been consultation with the Wyndham community, library users, Council departments, key stakeholders and library staff. The strategy will facilitate community and cross-sector partnerships, and greatly assist Council to provide a flexible, contemporary service appropriate to the evolving needs and demands of Wyndham residents.

Over the next 20 years there will be changes in society and the Wyndham community that cannot be predicted at this point of time. Therefore, this strategy will guide the future state of library services in Wyndham through agreement to sound principles. The principles will ensure solid decision-making for future direction and investment. An action plan, within achievable timeframes will be developed to ensure the strategy is realised. The actions will deliver Wyndham residents high quality flexible library services that respond to their diverse and evolving needs.

The strategy will be reviewed every five years to ensure it: i) recognises significant changes in society and the Wyndham community; and ii) confirms key actions and investments to be taken in the upcoming ten years.

Context

City of Wyndham's 2040 Vision

City of Wyndham

The City of Wyndham is located on the south-west edge of metropolitan Melbourne. With an area of 542km² featuring 27.4km of coastline, Wyndham is bounded by the municipalities of Hobsons Bay, Brimbank, Melton, Moorabool and Greater Geelong. Wyndham's estimated population for 2016 was 222,656. Point Cook, Werribee, Hoppers Crossing and Tarneit are the main population areas.

Wyndham is a culturally diverse community including high numbers of people of Indian and Chinese background and a significant number of people who are refugees on humanitarian visas. There is a growing Aboriginal and Torres Strait Islander community. Demographic trends indicate that relative to other LGAs in metropolitan Melbourne, Wyndham has:

- a relatively young population, with a median age of 31 and only 4.4% of the population aged over 70 years
- relatively low levels of socio-economic disadvantage
- relatively low levels of educational attainment
- relatively high levels of cultural diversity, with more than one-third of the population born overseas.

Statistical data indicates that at present education and skill levels in Wyndham are not at a level to meet the demands of the future economy. Wyndham City needs to support residents to build their skills to meet the needs of emerging knowledge-

based industries and businesses seeking to relocate or expand that require a high-skilled professional workforce. The planned development of the East Werribee Employment Precinct and Werribee City Centre will provide up to 50,000 additional jobs in Wyndham.

In partnership with other stakeholders Council will, through initiatives including the Library Service Strategy 2018-2040 and the Learning Community Strategy 2014-2017, ensure that Wyndham residents have the best opportunity to participate in formal and informal learning opportunities that assist with future employability.

Future population growth

The City of Wyndham is one of Victoria's fastest growing municipalities. Annual population increases have exceeded 10,000 persons every year since 2008, with growth in 2016 of 12,809 persons or 6.1% of the population.

The City's birth rate is steadily increasing with more than 89 babies born to Wyndham families every week in 2016-2017. Growth is also being driven by settlement of new migrants to the area. Population forecasts show that substantial growth will continue in Wyndham Vale, Tarneit, Point Cook and Werribee.

2040 vision

Wyndham City Council has asked the people who live, work and study in the City what they like about Wyndham now, and what they hope for Wyndham in the future. The emergent vision of the community in which residents would like to live comprises four key themes, each of which has implications for the future development of community-focused library services.

People and Community

Wyndham will be a family friendly city. Relationships between family members will be strong.

The people of Wyndham will be connected to each other. Our communities will be welcoming. We will be known for listening to and learning from the diversity of all residents.

Wyndham will celebrate culture and art. We will share stories that challenge and inspire. We will acknowledge the Aboriginal heritage of the land. The country beginnings of our towns and Shire will be remembered.

Wyndham residents will have opportunities to stay fit and healthy. Services for health will be easily accessed and delivered at a high standard. Community members will be confident and part of caring neighbourhoods.

Places and Spaces

Wyndham's transport system will be efficient. People will be able to move around Wyndham easily. There will be more ways to connect to greater Melbourne.

Our natural environment will be respected, preserved and protected.

Our city will offer a diverse range of housing types and built environments that contribute to the quality of life of residents at all ages.

Our parks and open spaces will connect people with the outdoors and each other. They will be activated and inviting destinations for residents and visitors.

Earning and Learning

Our city will offer varied and plentiful local employment options. It will be a place of choice for businesses of all sizes and have a thriving network of small business operators.

Wyndham will be known for great schools and universities. There will be lots of ways for people to learn and gain employment. Wyndham libraries will support learning for everyone. Residents will be able to share skills and build knowledge at community centres.

Wyndham will have a good mix of shops and shopping destinations. Local events and attractions will build Wyndham's reputation as a place to visit and be a source of community pride.

Leadership and Participation

Wyndham will have a variety of ways for community members to volunteer in support of others.

Our city will be home to passionate residents who are always having conversations about how to build a better community. Residents will seek out ways to use their skills, knowledge and passion to build the community we have envisioned.



What's happening in
Wyndham and society?

The forecasts and implications of substantial population growth over the next 20 years are the dominant feature in any discussion with Wyndham residents, library users, community and business organisations. In considering the future delivery of library services in Wyndham there was wide appreciation of the need for service provision to grow in line with the size and profile of the community, and for the City's libraries to remain accessible as new population centres are developed.

Library service provision in Wyndham will also be influenced by other significant trends – in Wyndham and in society more broadly.

- **Demographic transformation.** The Australian population is ageing. Even in relatively young areas like Wyndham the proportion of the population aged 65 years and over is forecast to double over the next 40 years. Nationally, it is estimated that by 2050 one quarter of the population will be aged 65 years or more. This shift will be driven in the next 10-15 years by baby boomers leaving the workforce – entering retirement with expectations of active involvement in learning and the creative life of their communities.
- **Cultural and ethnic diversity.** Cultural diversity and the many different languages spoken across Wyndham's communities will influence the make-up of library collections and libraries' literacy and language programs.
- **Literacy standards.** Australia's international rankings on early years, youth and adult literacy are falling. This includes language literacy and English language fluency, as well as numeracy and scientific understanding. With early years' literacy the key to future educational and employment pathways, Wyndham Libraries' strong early years' literacy programs will be in even greater demand, especially among parents with high aspirations for their children's future.
- **Technology.** Access to technology and digital literacy skills are integral to effective participation in society, access to eGovernment services and information (e.g. Centrelink), and engagement with learning and community activities. Internet access is becoming internationally recognised as a fundamental enabler of human rights. The NBN provides a

platform for faster communication, advancements in ehealth and telecommuting, however, significant numbers of the population lack confidence and skills in using computers and are looking for support.

- **Information literacy.** The internet and social media have massively increased the amount of information available to the public and the pace at which information can be shared. Much of this information is un-mediated and untested, and many people do not have the skills to source authoritative information. Skills in searching for, accessing, filtering and interpreting information will be in increasing demand. Librarians are experts in this field.
- **Places for people.** Increased housing density, increased life expectancy and increased digital connectivity will all, in different ways, increase demand for safe accessible public spaces. People living in smaller dwellings are looking for other places where they can spend social and recreational time. The number of single person households in Australia and the risk of social isolation is increasing, so people are looking for places to meet and connect. People who spend large amounts of time online – working, socialising or playing – can find balance in active people places. Cafes, parks and public libraries are some of the 'third places' (a place after home and work/school where people spend time and can feel comfortable in a communal environment¹) that will become integral to social cohesion. Libraries exemplify the vibrant places for people the Wyndham community are looking for in their 2040 vision.
- **Local and family history.** Libraries are a place for storytelling, and public libraries are now playing a vital role as the custodian of local stories – collecting, preserving and sharing past and present stories that help us to understand where we are, where we have come from, and how we can grow together. Wyndham's local and family stories provide the community with a sense of identity and belonging, making us more aware of how we are connected.



1. *The Great Good Place*, Ray Oldenburg, 1989.

What’s happening in public libraries?

The 21st century library

Wyndham Libraries, and public libraries in Australia and around the world, are constantly evolving to meet the changing needs of the communities they serve and the opportunities emerging through technological advancement, innovation and strategic collaboration. The free (to the community) children’s, youth and adult events at Wyndham Libraries demonstrate how the 21st century library is very different from the library of 10 or 20 years ago.

- 1,000 Books before School – developing early literacy skills and a lifelong love of reading
- Lego Robotics classes, a youth photography competition, and a school principal reading stories
- Loud in the Library – fun, food and freebies for teens with an author talk, henna, retro games and an escape room
- Cultural Diversity Week – with pasta-making demonstrations, arts workshops and movie nights featuring Bollywood, New Zealand and Chinese stories
- A language café, a board games night, weaving and genealogy classes
- Author talks and classes on raising children, writing resumes, iPad basics, Skype and getting to know Facebook.

Public libraries still have a place for reading, learning and quiet reflection. Library collections continue to be the most well-known and defining feature of the public library. But the modern library allows online searching of the catalogue, online reservations, download of ebooks, self-checkout, wireless access to the internet from mobile devices, and access to 3D-printers, Makerlabs, tech hubs and dedicated learning and business collaboration spaces.

The 21st century library is a civic connector, where people of all ages and backgrounds come together to pursue their individual or shared interests, drawing on the comprehensive range of services offered by public libraries.²

- **Collections.** Libraries provide print materials and electronic resources for reading, listening to and viewing to support its

core roles in lifelong learning, reading for pleasure and the documentation and preservation of cultural memory.

- **Programs.** Libraries provide activities for people of all ages and interests at library branches and via outreach in community locations. Library programs are often related to a part of the library collection (e.g. the Home Library Service), a targeted population demographic (e.g. visits to kindergartens), a learning outcome (e.g. early years’ literacy programs), development of particular skills (e.g. digital literacy for seniors) or social and cultural engagement (e.g. youth activities).
- **Access to technology.** Libraries have an important role in providing free (to the community) access to computers and the internet, especially for people who might otherwise not have access because of cost (of devices, data plans, printers and consumables), difficulty of use, or a need to access specialist equipment (e.g. large format display and keyboards for people with vision impairment).
- **Information services.** Library professionals are trusted guides to the world of information – helping people to develop skills in navigating and accessing the information they need.
- **Places and spaces.** Libraries have spaces where people can sit and read the newspaper, do their homework or study (alone or in groups), meet and learn, work in quiet spaces, relax in the comfortable chairs on a sunny afternoon, search the internet, communicate with family overseas, stream movies or write a job application.

Libraries change lives

Every day libraries help people to read, learn, discover, relax and connect with information, people and ideas. For many Wyndham residents, the library is an integral part of their life and their community.

The 2016 Australian public library guidelines³ describe six key outcomes from the work of libraries. More than just traditional measures of library output such as the number of loans or visits, these individual and community outcomes result from libraries helping people to improve their knowledge and skills or change attitudes and behaviours.

- **Literacy and lifelong learning.** For a long time public libraries have played a valuable role in helping children to

learn to read through Story Time programs and children’s collections. While this continues to be a cornerstone of library programming, libraries also offer programs and resources to support adult literacy and digital literacy, as well as collections, programs and facilities that enable and encourage people of all ages and interests to pursue formal and informal study and lifelong learning.

- **Stronger and more creative communities.** Public libraries strengthen communities and build social capital by providing an inclusive forum and support for expression of creativity and cultural identity. They preserve the past, celebrate the present and embrace the future by ensuring free and equitable access for all people, collecting and promoting local cultural content, and celebrating diversity and promoting tolerance.
- **Digital inclusion.** Technology access is becoming a pre-requisite for effective participation in society. Today, the only way to access some information, government and business services is through the internet. Yet 14% of Australian households, and an estimated 10% of Wyndham households, do not have internet access.⁴ Libraries play an important role in supporting digital inclusion and providing a safety net across the digital divide. Libraries provide free access to computers and the internet, technical support to computer users, and training to people with low levels of digital literacy.
- **Informed and connected citizenship.** Many people come to their neighbourhood library to connect with one another and find out what is happening in their community. The library is becoming the new ‘town square’, a non-commercial place in a busy central location close to or integrated with other community facilities, education and cultural organisations.
- **Personal development and wellbeing.** Everyone is welcome to use the library as they choose, be this reading for pleasure, meeting friends and people with common interests, accessing everyday information, accessing information that supports health and wellness, managing

personal finances or being somewhere safe where there are other people.

- **Economic and workforce development.** Public libraries support economic and workforce development by providing access to the internet to allow people to search and apply for jobs online and access to computers to allow people to write job applications. Libraries are increasingly providing spaces where start-ups and small businesses can work, research, communicate and collaborate with customers and business partners.

Wyndham Libraries

Community, stakeholder and library user consultation undertaken in development of this strategy highlighted the strength of Wyndham’s existing libraries and clear alignment with the directions of 21st century libraries. The consultation also identified some distinctive characteristics of the current libraries.

- Optimal location of Wyndham’s five library branches in activity centres.
- A wide cross-section of the community – people of all ages, backgrounds and interests – using the libraries in very different ways all at the same time.
- Very high levels of customer service.
- A much greater than typical use of the libraries as ‘place’ – a safe place in the community for study, work, leisure, relaxing and meeting that provides users with access to services and resources they may not have at home.
- A much greater than typical use of the libraries’ wifi and computer services, printers and scanners.
- Use of the library’s physical collections (i.e. books, magazines) as the third main library service.
- High demand for the library to provide support for early years literacy and English language literacy development.

2. The classification of services here draws on the service profile described in *Guidelines, Standards and Outcome Measures for Australian Public Libraries*, Australian Public Library Alliance and Australian Library and Information Association, 2016.

3. *Guidelines, Standards and Outcome Measures for Australian Public Libraries*, Australian Public Library Alliance and Australian Library and Information Association, 2016.

4. *Household Use of Information Technology*, Australia, 2014-15, ABS Cat. No. 8146.0.



Growing to meet future demand

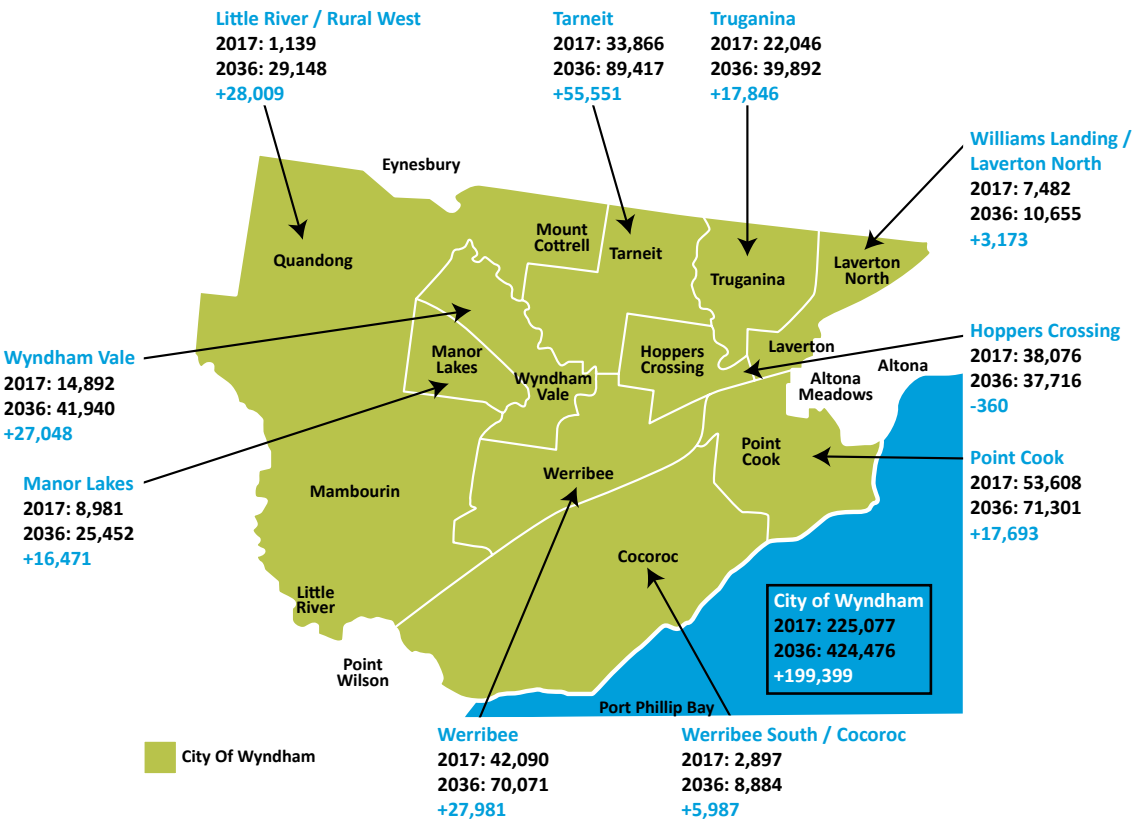
Forecast Population Growth

The City of Wyndham’s population is forecast to grow from around 222,000 in 2016 to 424,000 in 2036 (ABS, .id Community). Continuing a trend that commenced in 2008, this represents an average increase of 10,000 persons per year over the next 20 years, equivalent to adding the entire population of Mildura into Wyndham every five years.

Established parts of the City of Wyndham will grow primarily through small scale infill projects or redevelopment of strategic development sites, such as the Werribee East Employment Precinct. Other areas, such as Cowies Hill in Tarneit, are nearing the end of their initial expansion and their residential supply will become exhausted. Precinct Structure plans (PSPs) indicate that the focus of greenfield growth in Wyndham will shift towards the north and west into areas within the Urban Growth Boundary (UGB). This includes Truganina and Tarneit North in the north of the City, Riverdale and Oakbank in the north-west,

Ballan Road and Westbrook in Wyndham Vale, Manor Lakes in the west, and Blackforest Road North/South and Mambourin in the south-west. Improvements to transport infrastructure, such as the Regional Rail Link, will improve accessibility and continue to drive growth.

The sequencing of development indicates population growth in most areas over the next five years, particularly in Truganina, Tarneit North, Riverdale, Ballan Road, Blackforest Road North/South and Point Cook West. Steady growth continues to occur over the following 15 years, especially in the north and west, to infill areas within the UGB.



Forecast population growth in the City of Wyndham, 2017 to 2036

Library infrastructure to respond to growth

In considering the library infrastructure required to respond to the significant growth in Wyndham’s population, there are two important issues. Firstly, how much additional library and complementary community space is required (recognising that some library-type services can be delivered in non-library settings)? And secondly, where and when should this additional space be located?

Additional library space

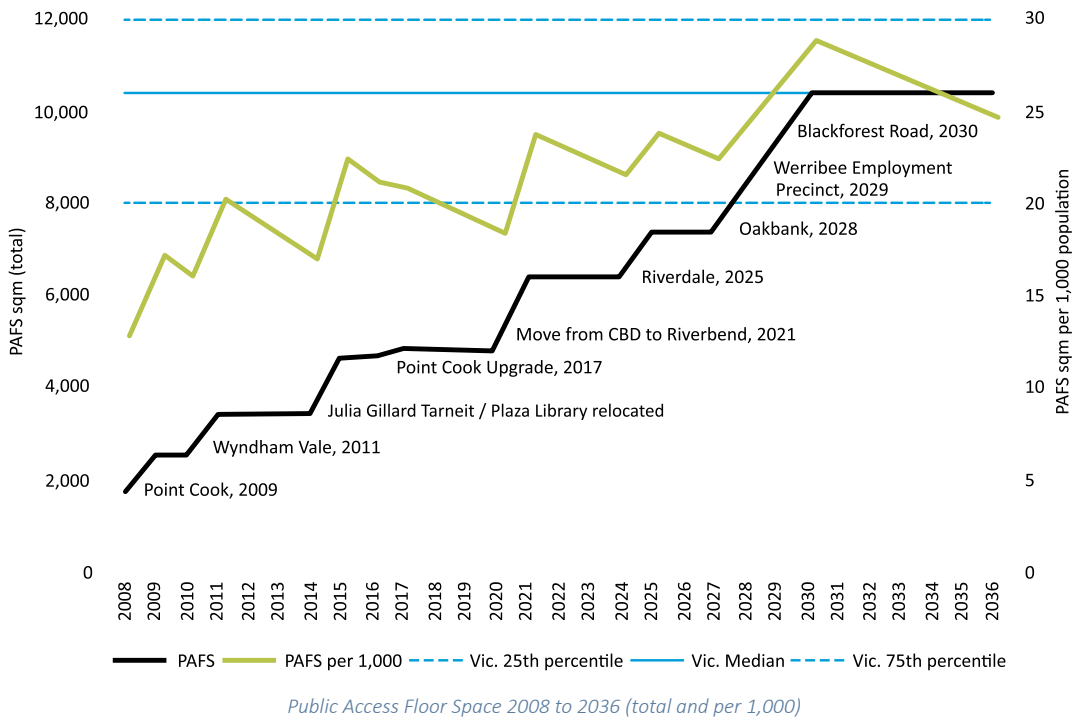
Current public library benchmarks in Australia indicate that planning of new library buildings should allow for around 26 to 28 sq m of public access floor space (PAFS) per 1,000 population to be serviced by the library branch. The NSW Library’s comprehensive People places standards recommend 28 sq m per 1,000, while the Victorian public library average in 2013-14 was 26 sq m per 1,000. Fifty percent of Victorian public libraries have PAFS between 20 and 30 sq m per 1,000. With Wyndham’s population growing by 200,000 in the next 20

years this represents demand for an additional 4,000 to 6,000 sq m PAFS, or a City-wide total of 8,480 to 12,720 sq m PAFS.

Wyndham Libraries have historically been below average in total size relative to the municipal population. The addition of three new libraries since 2009 has taken the PAFS in 2015 to 4,664 sq m, or 22.2 sq m per 1,000 population and within the interquartile range for Victorian public libraries.

As the Wyndham population keeps growing this ratio will decline until the next addition of library floor space, being an upgrade to Point Cook Library from 2017 and the move of the Werribee Library to the Riverbend Integrated Community Learning Hub in 2021 (taking the PAFS ratio up to 23.7). The proposed building of four new libraries, each with an anticipated 1,200 sq m PAFS, between 2025 and 2030 would see Wyndham Libraries with a total PAFS ratio of 31.1 in 2030, reducing to 26.7.

If these forecasts and plans are realised, it means that in 2036 Wyndham Libraries will in total have public accessible floor space highly consistent with Victorian library industry benchmarks. That is, an appropriate amount of library space to meet the expected demands of the community.



Public Access Floor Space 2008 to 2036 (total and per 1,000)



Library locations

When it comes to the question of where public libraries should be located the City of Wyndham has an exemplary track record, with all five of Wyndham’s current libraries located in activity centres. The three newest libraries are part of community centres at Point Cook, Wyndham Vale and Tarneit, with Plaza Library at the City’s major shopping centre and the Werribee Library in the heart of the Werribee township. There are several important benefits to library users and the Council of this approach. Activity centres:

- are easily accessed through the public transport network, which is especially important for school students and adults reliant on public transport to get around
- attract people because they allow them to efficiently undertake multiple activities in the one location on the same trip
- attract families because of the increased likelihood of a range of activities of interest to every family member
- that integrate libraries with community centres, kindergartens and MCH services are a natural fit for young families
- that integrate libraries with retail, restaurants, and cultural organisations make a popular meeting place for people of all ages
- that integrate Council service points optimize service utilisation and provide cost efficiencies in development and maintenance.

The questions then arise, where should the City of Wyndham position its future libraries given the population growth expected in the PSPs, and how can innovative service delivery models (e.g. outreach, pop ups) complement provision of new infrastructure or refit of existing library and community facilities?

Firstly, the move of the Werribee Library to Riverbend Integrated Community Learning Hub in 2021 retains the focus on integration of libraries in activity centres, in this case with an added emphasis on alignment with community-based education services. At 2,153 sq m PAFS, with a Wyndham-wide and broader educational remit than other libraries, this Integrated Learning Centre will be considerably larger than any other Wyndham library branch (70% bigger than Plaza Library), and much bigger than its immediate population catchment would demand.

Then, the PSPs anticipate development of four new public libraries between 2025 and 2030. Three of these libraries complete an outer ring from the south-west to the north of Wyndham, fairly evenly spaced such that most residents within Wyndham’s UGB would live no more than 3km from their nearest library. All four proposed libraries are of moderate size, with 1,200 sq m PAFS equivalent with the Julia Gillard Library Tarneit, making them appropriate for a catchment of around 40-55,000 people.

The 2017 survey of Wyndham library users found that more than in most Victorian public library services Wyndham residents have a relatively high use of library spaces for study, research, activities, relaxation and meeting other people. This is further evident in the fact that the libraries in Point Cook and Tarneit are already operating at or beyond physical capacity at some times of the day (e.g. no available seating or work spaces, long waiting lists for access to computers). Consequently, it is highly likely that any libraries built with lower PAFS ratios than what is proposed (e.g. close to 20 sq m PAFS per 1,000) would be and feel crowded, which is a potential disincentive to use.



- | | |
|--|---|
| 1 Wyndham Vale Library | 1 Proposed Black Forest Road North Library, 2028 (1200 sq m) |
| 2 Plaza Library | 2 Proposed Werribee Employment Precinct Library, 2029 (1200 sq m) |
| 3 Point Cook Library | 3 Proposed Riverdale Library, 2025, (1200 sq m) |
| 4 Julia Gillard Library Tarneit | 4 Proposed Oakbank / Tarneit North Library, 2028 (1200 sq m) |
| 5 Werribee Library, moving to Riverbend ILC (Comben Drive) in 2021 (+ 1600 sq m) | |

Proposed locations of new library branches, 2017 to 2036

Although many library users in Wyndham attend different libraries from time to time, they typically use the library closest to their home as their main library. Therefore, based on the forecast catchment populations the 1,200 sq m libraries in Blackforest Road North, Riverdale and Oakbank would appear to be of around the right size for the projected population. The 1,200 sq m library in the Werribee Employment Precinct (WEP) would appear oversized for an immediate catchment of 15,000 people. However, unlike the other community-based Wyndham libraries, this library is likely to have a high level of use by workers and visitors to the Precinct, and potentially as a business and innovation hub (as is occurring with some recent library developments) which will place extra demands on physical spaces for meeting rooms and co-working spaces. Furthermore, depending on the location of the library within the WEP there is the opportunity for this library to serve people living in the southern part of Point Cook – easing demand pressure on the current Point Cook library and making a Wyndham library more accessible to people living in this area.

In summary, the library developments anticipated within the City of Wyndham’s PSPs are:

- in aggregate of appropriate size, taking Wyndham from a position of relative underprovision of library infrastructure to

- a level consistent with similar library services
- individually requiring further assessment to ensure that they provide appropriate amounts of public space to accommodate the high demands for library spaces of Wyndham library users
- appropriately located in activity centres with kindergartens, MCH, meeting rooms and cultural organisations that facilitate access to and use of library facilities
- geographically located to optimise proximity to a library for the majority of Wyndham residents.

By 2030, most Wyndham residents will live within 2-3km of their nearest library branch. However, under the current library infrastructure scenario many of the 50,000 residents in Truganina and Williams Landing in the north-east will be living approximately 4-7km from their nearest library – Tarneit or Point Cook, both of which are already operating at or near capacity. People living in Werribee South and Little River will also have well above average travel distances to access a Wyndham library service.

To ensure equitable access to library services for all Wyndham residents, especially those living at the edges of the UGB, additional service planning is required.



New service delivery models

The evolution of library services

Discussion on the future size and location of library infrastructure assumes continuation of a service delivery model centred on the branch library. Looking ahead to what Wyndham Libraries might be in 2040, it is reasonable to look back and see how much has changed in library service provision in the past 20-25 years. The most significant changes include:

- use of RFID to facilitate self-checkout and return of collection items
- greater levels of access to computers and support for using computers, access to the internet and support for accessing the internet, and more recently access to wifi services and support in using mobile devices and apps
- significantly increased provision of library programs to support literacy and skill development within the community and social inclusion
- the shift of library staff responsibilities from transactional roles undertaken from behind the library desk to information and user support roles and/or more transformative community development roles that take place on the library floor and in community locations.

What has not changed during this period of evolution in library services has been:

- widespread community understanding of their public library as a safe universally accessible non-judgmental community space
- high levels of public support for the library as a valuable community asset, including among those who choose not to use library services but value its presence for those who are not able to independently access or afford equivalent services
- the central importance of public library collections as a shared community resource that encourages reading and support literacy development
- deep user regard for the human face of the library, where it is the interaction with library staff that makes the customer experience so special for many library users
- the long-standing strength of the 'Library' brand, with

many attempts at re-badging libraries around the world reverting to the name 'library' as this is a term which is well-understood and has deep meaning within many communities.

Whatever the future may hold, library users, community stakeholders and partners all placed a high level of importance on these mainstays of the public library, and Wyndham Libraries in particular.

The next generation of library services

So, in looking to 2040, how might Wyndham Libraries continue to evolve the way in which they develop and deliver library services to a fast-growing local community? Some changes can be anticipated from what is already happening in the library sector, some changes might be tested and trialled in upcoming years and some changes will be driven by events, circumstances and technologies that are as yet unimagined.

Recognising what is already happening in public libraries in Australia and overseas it can be said with some confidence that in the foreseeable future Wyndham Libraries will need to adapt to allow for:

- increased outreach services and delivery of programs and collections in community settings by library staff, partner organisations and other Council Departments
- increased use of the library website, apps and digital technologies to facilitate wider access to library services
- a single library card and library management system for all Victorian public libraries, delivering efficiencies in collections management and facilitating user access to library resources
- the 'open library' model which uses swipe card or similar technology and CCTV to give authorised access to library branches during non-staffed hours (i.e. 24-7 library access)
- new models of pick up, delivery and return of reserved collection items (e.g. library lockers, couriers, crowdsourcing, virtual browsing).

With the massive population growth forecast for Wyndham,

a more challenging exercise for the libraries in the next five years will be to examine and trial new models for efficient and widespread delivery of library services, and alignment of library services with other Council services and community partners. That is, Wyndham Libraries currently delivers its five core service offerings through its network of library branches, its website and outreach services. However, there are already other ways in which people can access what are considered core library services, and services which are in demand in the Wyndham community.

- Council service points that provide access to a small static collection, catalogue terminal, RFID check-out and wifi
- pop up libraries, kiosks, vending machines and other mobile service points at train stations, shopping centres, doctors' surgeries and health centres, major tourist locations (i.e. places where people gather and wait)
- coordination with schools and other government organisations to achieve greater utilisation of public resources, especially for running of programs and access to meeting rooms outside normal opening hours

Core library service	Community Centre	Neighbourhood House	Tourist information	Pop up library	Partner organisation	etc.
Collections	?	?	?	✓	X	...
Information services	X	X	✓	✓	X	...
Programs	✓	✓	X	✓	✓	...
Technology access	✓	✓	✓	✓	X	...
Spaces	✓	✓	X	X	✓	...

None of these alternatives are likely to be able to match the full service range available through a public library, notably the scope of the physical collection presented, although online catalogue searching and reservations could be made and filled to any location within Wyndham in no more than 24 hours. A library also possesses a trusted brand, a cachet and a reputation for customer service that makes it one of Council's most respected and valued services.

Nevertheless, as the Library Service Strategy 2018-2040 looks to the future what other options exist along the collaboration continuum (i.e. co-locate, cooperate, coordinate, collaborate, integrate) to enhance service reach, quality, efficiency and the customer experience? For example:

- location of other Council services within library branches (e.g. MCH staff and youth workers located in libraries) or vice versa

- collaboration with community partners to run library and partner programs at one another's premises or in community locations.

Council should also consider new approaches to funding of future library services and infrastructure – both capital and operational. Council's investment in libraries could be complemented by State and Commonwealth Government funding, corporate partnerships, philanthropic contributions and community support.

While there is much that is unknown about the future, these are all options worthy of consideration as Wyndham Libraries and Council aims to provide increased volume, efficiency and impact of library services over the next 20 years.

Library Services

A high-performing public library designs, develops and delivers library services to meet the recreational, educational, social, information and employment needs of its community – across all life stages, demographic groups and interests. These services include:

- physical and digital content and collections, including general, specialist local studies, heritage and cultural collections
- reading, literacy, learning, wellbeing, cultural and creative programs
- access to computers, the internet, printers, scanners and other technology
- places and spaces (both onsite and online) where people can relax, work, meet, learn, connect and create.
- Wyndham Libraries will continue to deliver library services consistent with the best practice benchmarks for Australian public libraries.⁵

Community-Centred Collections

Providing print materials and electronic resources for reading, listening to and viewing is a core activity for public libraries. Library collections provide wide coverage of subjects, formats and genres to cater for the diverse needs of the community. They support the library’s important roles in lifelong learning, reading for pleasure and the documentation and preservation of cultural memory. New media and technologies provide exciting opportunities for public libraries to expand their collections and provide members with access to a range of contemporary fiction and non-fiction items in digital formats.

Aim: Wyndham Libraries will develop and manage library content and collections which meet the information, education, recreation and cultural needs of the community, foster a love of reading, and support the development of lifelong learning.

Through this library service strategy Wyndham Libraries will:

Development

- develop collections that continue to reflect the diverse interests and needs of the Wyndham community
- enable library users to have direct input into the shape and content of the collection, through request of collection items and participation in collection development activities
- maintain investment in a high quality library collection in terms of the proportion of items purchased in the past 5 years (at least 70%)
- establish and maintain collections that are of a size consistent with libraries serving similarly large populations (approx. 1.2 to 1.3 collection items per capita)
- develop collections that respond to the reading, information and literacy development needs of Wyndham residents with different language backgrounds (including bi-lingual collection items for language learning)
- develop collections that reflect the community’s economic situation and optimise high utilisation of publicly funded resources (e.g. collections that complement and augment those in schools)
- in collaboration with other cultural organisations, document, preserve, digitize and present the historical and contemporary development of the Wyndham community (including development of oral histories and a ‘living library’)
- showcase local authors in its collections and programs
- provide access to resources in a variety of formats, including print, audio and digital collections
- provide controlled access to streaming services

Size

Content

Format

Access

New collections

- provide access to resources in a variety of formats, including print, audio and digital collections
- provide controlled access to streaming services
- balance the mix of physical and digital collection items in response to user demand and preferences
- ensure universal and efficient access to the collection for all members of the Wyndham community
- utilise self-checking technology and innovative service approaches to increase access to the collection (e.g. via pop-up libraries, kiosks, vending machines, lockers and unstaffed collections at stations, community centres and shopping centres)
- provide a searchable online library catalogue that allows holds and renewals
- promote and facilitate access to and use of the collection through library programs and events (onsite, offsite and online)
- collaborate with other public libraries to expand the size of the collection available to Wyndham residents (e.g. a statewide LOTE collection)
- work with the library sector and publishers to enhance access to ebooks and digital resources
- reduce, as far as possible, fees and charges that are barriers to use of the library collection, especially for library users on low incomes
- in collaboration with other Council and community organisations, increase community access to collection items other than books, DVDs and information resources that serve community needs (e.g. toys, tools, daily living equipment to support social inclusion and independent living).

“

When my son is working on a school project and needs resources to prepare for his project, when my little one needs good interesting reading either in library or for home reading, or my wife wants to read magazines and read what interests her the most – it’s all available here.

(Library user, Plaza Library, 2017)

5. Guidelines, Standards and Outcome Measures for Australian Public Libraries, Australian Public Library Alliance and Australian Library and Information Association, 2016.



“

Being able to utilize the public library in my own Council is of such value to me. My son and I have been attending Baby Time/Rhyme Time services at the library since he was of age and it's proved to be really helpful in his development through childhood.

(Library user, Plaza Library, 2017)

Learning and cultural programs

Library programs allow participants to develop strong, deep and productive connections with their library, its collections and staff, other participants and their community. As programs bring together people with a common interest from across the community, they have the capacity to efficiently deliver real and significant learning, social and cultural benefits to individuals and communities. Library programs are usually related to a particular population demographic or library collection. Programs are usually delivered in library branches but can be conducted in other community spaces. They may be delivered by library staff, or by library staff in partnership with other community, educational or business organisations or volunteers.

Aim: Wyndham Libraries will develop and deliver targeted activities that use library resources and collections to:

- enrich the lives of community members
- build literacy, language, employability and lifelong learning skills
- engage, connect, inform and inspire
- encourage social inclusion
- improve personal development and wellbeing.

Through this library service strategy Wyndham Libraries will:

Program Scope

- provide programs that build on the libraries' strengths and take advantage of its collections and resources (e.g. early years' literacy, digital literacy, author talks, homework programs)
- provide programs that respond to the identified reading, learning, literacy and social needs and interests of people of all ages in the Wyndham community
- provide programs that encourage cross-community and inter-generational activities
- provide lifelong learning programs that complement, and do not directly compete with, activities and events conducted by other service providers
- provide library tours and induction programs that encourage use of Wyndham Libraries by targeted population groups (e.g. new residents, parents of young children, job seekers, VCE and tertiary students, refugees and asylum seekers)

Development

- engage community members and partner organisations in design, development and delivery of library programs
- design programs that explicitly encourage and facilitate use of library collections and services (e.g. parents borrow books after Story Time, book clubs)
- develop programs that are, as far as possible, open to all community members and do not require library membership as a requirement for participation
- utilise established frameworks to support design of highly effective library programs (e.g. Early Years Literacy Quality Indicators)

Delivery

- deliver programs at times and in places that optimize participation, engagement, enjoyment and impact (including program repeats at alternative times or locations to meet demand)
- optimise participation in library programs by delivering them, where appropriate, in community settings
- increase access to popular programs through technology (e.g. podcasts, video streaming)
- facilitate access to online learning services
- deliver programs, where relevant, in collaboration with partners, service providers and volunteers (including delivery of 'library' programs at a partner's premises or a partner's programs in a library branch)
- deliver programs, where relevant, in community languages.



“

The library is exceptionally important to myself and my children as we have no internet at home. The children can still be part of the ever-increasing technology devices, have access to the internet, google etc. for their homework and personal interests. The library is great for the community. It makes technology and reading accessible to everyone, no matter financial status.

(Library user, Wyndham Vale, 2017)

Technology Access For All

Public libraries have an important role in providing free community access to computers and the internet, especially for people who might otherwise not have access because of cost, difficulty of use or a need to access specialist equipment. Users of Wyndham Libraries place a high value on this library service – from both a personal perspective and as a community asset. Wyndham Libraries also provide access to standard word-processing and spreadsheet software, and printing, copying and scanning facilities.

In addition, as mobile devices and the NBN make technology more accessible, the digital divide will become defined by the gap in user capability and confidence. Public libraries bridge this divide by providing support and training to assist people to become more confident in using computers, mobile devices, apps and the internet.

Aim: Wyndham Libraries will:

- provide free to the community use of computers, the internet and other technological equipment and applications to allow users to access library and public information and resources
- support library users to build their confidence and skills in efficiently using digital technology and effectively using digital information and tools
- be widely recognised as a place where mainstream and new technology is available and accessible to all members of the community.

Technology Services

Through this library service strategy Wyndham Libraries will:

- provide free and equitable access to computers and the internet, and access to peripheral equipment (e.g. printers, copiers, scanners) at library branches and, as applicable, other Council service points
- provide access to computers and the internet in line with community expectations and technology benchmarks (e.g. standard operating systems and software, bandwidth/speed available through Council allows for consistent access to digital print, image and audio resources)
- continually adjust the amount and type of technology access provided to align with the evolution in technology and user demand (e.g. increased use of mobile devices will reduce demand for fixed computers in libraries and increase demand for remote wifi access, access to Makerspaces, access to VR/AR)
- provide video and audio connectivity to support open learning
- provide multilingual software and fonts for library users wishing to access non-English language material
- provide adaptive technologies for library users with disabilities
- provide library users with means to charge personal devices
- provide library users and staff with remote access to online library services and systems
- retain a focus on supporting digital literacy, especially for Wyndham residents who are less familiar with or comfortable with digital technology (e.g. aged, refugees)
- support library users to access eGovernment services (e.g. Centrelink, census) and the expanding range of online service options (e.g. news, shopping, health information, financial information, social media)
- provide training and support to library staff to enable them to assist clients with standard (non-specialist) use of ICT equipment.

Support

Flexible multi-purpose places and spaces

Consultation undertaken in development of this strategy, including a library user survey and conversations with library users, highlighted the distinctive use of Wyndham Libraries as ‘place’. That is, in Wyndham the value of library collections and free technology access is matched, and for many users exceeded, by the value of the library as a safe universally accessible non-judgmental community space. The library is a vibrant place where things are happening – where different people come to read, relax, learn, study, work, meet, connect with one another (in person or online), create and celebrate

their community. The library is warm in winter, cool in summer, and staffed by people who are knowledgeable and there to help.

Aim: Wyndham Libraries will provide functional and flexible physical spaces that meet the recreational, educational, social and information needs of library users of all ages and interests.

Through this library service strategy Wyndham Libraries will:

Design

- ensure that design and development of library spaces recognises the multiple, complementary and sometimes competing interests of different library users
 - quiet comfortable spaces to read and relax
 - spaces for quiet private study, research and work
 - spaces for group study, communal learning and collaboration
 - spaces for people and groups to meet formally and informally
 - spaces in and outside the library to access wifi services
- as far as possible, provide dedicated spaces to complement library programs and services (e.g. children’s area, youth spaces, quiet study)
- allow for flexible use and re-purposing of space to accommodate different needs of library users, programs and services at different times (e.g. movable shelving, scaleable meeting rooms)
- balance the need to dedicate space to the library collection with increasing demand for study, co-working and leisure spaces

Use

- encourage and facilitate greater community use of Wyndham’s public library facilities during and outside published opening hours
- use visible signage (including signage in community languages, dementia friendly and age friendly design, way-finding icons) to facilitate use.

“

The library has always been one of my family’s go-to places for studying, work, meet-ups, tutoring, serious talk or just to chill out. I was practically raised in between home, church, library and cafés. I’ve found our libraries here in Wyndham friendly, warm and with great facilities. I feel like the library is one of the places we can still get a sense of community.”

(Library user, Plaza Library, 2017)



Quality Service Delivery

Wyndham Libraries’ response to the challenges of significant population growth in a fast-changing world will be influenced by its capacity to strategically plan for and efficiently deliver the library services the Wyndham community needs. The development of this Library Service Strategy 2018-2040 is a critical step in what will be an ongoing process of analysis, capacity building and collaboration that occurs with input from other Council departments and community partners.

Strategic library planning

The Wyndham 2040 Vision imagines a City which reflects the expectations and aspirations of the people who live and work in Wyndham. So too, the future vision for Wyndham Libraries must be framed by a deep understanding of the requirements of the community and library users, and inspired by innovations that will challenge traditional models of library service provision.

Aim: Wyndham Libraries will align its strategic planning with Council’s vision for the City, reflect community needs and aspirations and engage the community in shaping library services.

Through this library service strategy Wyndham Libraries will:

Strategic planning

- regularly monitor changes in Wyndham’s community profile (via ABS forecasts, Council profiles, and local demographic and community data)
- periodically consult with the community, stakeholders and library users to understand the quality and value of current library services and potential shifts in service demands and expectations
- analyse and review the libraries’ service profile to ensure alignment of service need, delivery and demand
- engage library users in the design and development of library services.



“

So convenient as we have just moved here and we had no internet or computer. It was very useful and accessible for us, and very much appreciated – a free service so we could get on our feet. Everything we needed was here, and help was always just a question away from the librarians.

(Library user, Julia Gillard Library Tarneit, 2017)

Excellent Customer Experiences

Feedback from library users indicates a high degree of satisfaction with the level of customer service provided in Wyndham Libraries. The libraries' current service delivery approach – responsive, sensitive, consistent – is focused on the customer experience, which leads to increased trust and confidence among the community in their libraries.

Aim: Wyndham Libraries will meet and exceed customer needs through a customer-centric service model, service redesign and digital innovation.

Through this library service strategy Wyndham Libraries will:

Customer Service

- maintain staffing ratios at or around the national and state benchmarks (Victoria 0.31 staff per 1,000 population, national standards 0.33)
- adopt recruitment practices that provide a library workforce and allied staff that:
- has an appropriate blend of librarianship and other professional qualifications (e.g. youth workers, early years' specialists)
- reflects the community's gender mix and ethnic diversity
- provide library staff with training and development opportunities that empower them to respond directly to the majority of issues raised by library users (including standard IT issues)
- use technology to streamline service delivery and give users choice in when and how they interact with the library
- use a variety of means to promote library services and activities and to engage and inform library users (e.g. social media, What's On brochures, in-library video screens)
- ensure all customer information, documents and contact channels are disability compliant, easy to access and available in relevant languages
- provide online library users with a virtual walk-through tour of the library to create familiarity with the libraries
- explore ways to expand library opening hours, especially on weekends
- explore the 'open library' model to give authorized access to library branches or equivalent facilities during non-staffed hours
- explore ways to make greater use of staff knowledge and skills
- continue to explore ways to use volunteer services and the sharing economy to complement the work of staff in providing a quality library service.

Partnership and Collaboration

Public libraries understand that the diverse spectrum of the community's reading, learning and information needs cannot be met by working in isolation, but requires a strategically aligned and coordinated approach across organisations working in the community. This includes kindergartens and schools, universities, TAFEs, the Learn Local sector, other training providers, community service agencies, cultural organisations, business and tourism groups, Aboriginal⁶ organisations, other Council departments, state and Commonwealth government agencies, and other public libraries.

Aim: Wyndham Libraries will continue to work strategically with partners to improve service scope and reach, improve service quality, reduce service duplication, and use public resources for maximum impact.

Through this library service strategy Wyndham Libraries will:

Collaboration

- work closely with maternal and child health services, kindergartens and schools to support early years' literacy development
- continue to collaborate with adult education providers to support language literacy, digital literacy and financial literacy outcomes
- continue to collaborate with other Council Departments to leverage the knowledge and expertise that already exists within Council
- strengthen referral relationships with community service agencies (e.g. mental health, homeless support, domestic violence support)
- seek out, establish and nurture complementary partnership approaches that expand the reach of library services to people that do not currently use or under-use library services
- use appropriate partnership models to deliver mutual benefits (e.g. MoUs)
- participate in library sector initiatives to explore development of a single public library management system for Victoria and greater use of inter-library loans.

6. The term 'Aboriginal' refers to all Aboriginal and Torres Strait Island people.

Library Standards

National public library guidelines, standards and outcome measures

Library guidelines

The Australian Public Library Alliance (APLA) periodically publishes library guidelines and standards to provide evidence-based benchmarks in library service provision for public library managers, Councils and state governments. The latest guidelines were published in 2016.

The *Australian Public Library Guidelines Standards and Outcome Measures 2016*⁷ articulate the role and expectations of contemporary public libraries, describing not just what libraries should do, but why this is important. They present a framework for Australian public libraries that illustrates the essential components of a public library, indicating five key areas that underpin the smooth and consistent planning, development, delivery and review of public libraries. That is:

- a strategic and explicit community context for the work of public libraries
- sound library governance, management and administration
- quality library service offerings
 - collections (physical and digital resources and content)
 - information and reference services
 - learning and cultural programs
 - technology access
 - places and spaces
- efficient library service provision
 - facilities and building standards
 - staffing numbers and levels
 - funding (operational, salary, capital)
 - partnerships and collaboration

- library outcomes that demonstrate the real impact of public libraries on people’s lives.
 - literacy and lifelong learning
 - stronger and more creative communities
 - digital inclusion
 - informed and connected citizenship
 - personal development and well-being
 - economic and workforce development.

Wyndham Libraries will incorporate the public library guidelines in its service planning and operations.

Library standards

The Australian Public Library Guidelines Standards and Outcome Measures 2016 define 15 national standards for Australian public libraries. Wyndham Libraries has consistently performed at or better than benchmark levels against most standards.

Wyndham Libraries’ library expenditure per capita per annum (excluding library materials) is 25% lower than the national average, influenced in part by a slightly lower level of staffing per capita. However, Wyndham’s expenditure per capita on library materials is 25% above the national average, resulting in an above standard quality library collection, of which 70% has been purchased in the past five years. Wyndham also has a relatively hard-working collection in terms of loans per collection item (6.3 loans per annum, +43%) and loans per capita (7.9 loans per annum, +8%).



National Public Library Standard		National 2015-16	Wyndham 2015-16	Difference
S1	Library expenditure per capita per annum (excluding library materials)	\$40.36	\$30.34	-25%
S2	Number of staff FTE per 10,000 population	3.3	3.0	-9%
S3	Number of qualified staff FTE per 10,000 population	1.0	-	-
S4	Library materials expenditure per capita per annum	\$5.65	\$7.08	+25%
S5	Collection items per capita	1.7	1.3	-24%
S6	Age of collection (% published in past 5 years)	60%	70%	+17%
S7	Internet computers per 10,000 population	5.0	7.0	+40%
S8	Membership as a percentage of the population	44%	30%	-32%
S9	Visits per capita per annum	4.8	4.2	-13%
S10	Website visits per capita per annum	-	0.7	-
S11	Circulation (loans per capita per annum)	7.3	7.9	+8%
S12	Turnover of stock (loans per collection item)	4.4	6.3	+43%
S13	Program attendance per 10,000 population per annum	-	358	-
S14	Internet downloads per capita per annum	-	-	-
S15	Customer satisfaction (% rating 'very good' or 'good')	95%	8.32 / 10	-

While these figures indicate an efficient library service and productive use of the collection, Wyndham Libraries’ reach into the community is not currently at national levels, with

membership as a percentage of the population only 30% (vs a national standard of 40%) and visits per capita per annum 13% below the national standard.

7. <https://alia.org.au/node/184/public-libraries>.

Victorian Public Library Standards

Wyndham Libraries’ performance against local Victorian benchmarks for PLVN’s Top 10 library indicators⁸ also indicates areas of relative strength and opportunities for improvement.

The physical quality of the collection and the number of loans per collection item are above average, as is the level of attendance at library programs per capita – influenced by the very high level of attendance at Story Time and other early years’ literacy programs at Wyndham Libraries. Turnover of the digital collection is below average, influenced by Wyndham’s relatively large collection of ebooks.

Top 10 library performance indicators		Victoria 2015-16	Wyndham 2015-16	Difference
1.	Active library members (as % of population)	17%	15%	-12%
2.	Attendance at library programs per ‘000 capita	316	358	+13%
3.	Turnover rate – physical items	5.3	6.3	+19%
4.	Turnover rate – digital items	3.5	2.7	-23%
5.	Physical quality of library collection	67%	70%	+4%
6.	Cost of library service per capita	\$40.51	\$37.42	-8%
7.	Cost of library service per visit	\$6.43	\$7.31	+14%
8.	Staff EFT per ‘000 capita	0.31	0.30	-3%
9.	Number of public access devices per ‘000 capita	0.69	0.70	+1%
10.	Customer satisfaction rating	8.59	8.32	-3%

However, reach into the community is below average with the 15% of active library members (i.e. members who borrowed a collection item during the 12 months), just below the state figure, and the cost per visit 14% above the average due to a relatively low level of library visits per capita (4.2 vs a Victorian average of 5.1).

The total cost to Council of delivering library services in Wyndham per capita in 2015-16 was \$37.42, 8% below the state average, and broadly in line with provision of library services in the Cities/Shires of Moreland, Mornington Peninsula, Kingston, Brimbank, Monash and Darebin.

Library Facilities

New South Wales

Australia’s most comprehensive statement on standards for the scoping, planning, design and development of public library buildings and spaces is the NSW State Library’s *People places: A guide for public library buildings in NSW*.⁹ Last updated in 2012, *People places* contains practical advice and tools to assist in the planning of public library buildings to meet the needs of a local community. While the standards are five years old, and designed for use in NSW which has a public library profile unlike that in Victoria (i.e. with many more and much smaller LGAs, and hence greater numbers of smaller library buildings), they do provide a point of reference for consideration of future library facilities in Wyndham.

In particular, *People places* contains recommendations on the floor area required for public libraries based on the size of the population served (as shown in the following table). Put simply,

a library built in NSW to serve a population of around 40,000 people would require 1,400 sq m of public access floor space (PAFS = 40,000 x 35 sq m / 1,000) and an additional 280 sq m for staff and administrative functions.

Victoria

The latest available figures for Victorian libraries were captured as part of PLVN’s Annual Statistical survey in 2013-14.¹⁰ These show that the median PAFS among Victoria’s 47 public libraries was 26 sq m per 1,000 population. Half of Victoria’s public library services had PAFS figures between 20 and 30 sq m per 1,000 population, which included many metropolitan single LGA library services including (among others) Hobsons Bay, Maribyrnong, Brimbank, Moonee Valley and Hume.

In 2013-14 Wyndham Libraries had public access floor space of 20.3 sq m per 1,000 population.

Population served (‘000)	< 20	21 to 35	36 to 50	51 to 100	> 100
Recommended floor area (sq m per 1,000 population)	57.5	39	35	31	28
	+ an additional 20% for library management and circulation				



8. Public Libraries Victoria Network, 2015-16 Annual Statistical Survey.

9. Library Council of New South Wales, *People places: A guide for public library buildings in NSW*, 3rd edition 2012.

10. Public Libraries Victoria Network, 2013-14 Annual Statistical Survey.

Acknowledgements

Community and stakeholder input

This strategy was developed with input from a Community Reference Group comprising representatives of the Wyndham community and partner organisations.

Cr. Josh Gilligan	Chair, Wyndham City Council
Annette Blance	Community representative
Brendan Quirk	Wyndham Development Manager, The Gordon
Jenny McMahon	Director, City Life, Wyndham City Council
John Sheen	Wyndham Community & Education Centre
Julie Mason	Principal, Baden Powell College
Laban Toose	Principal, Wyndham Park Primary School
Morwenna Petaia	Community representative
Rhonda Rathjen	Manager, Libraries & Community Learning

More than 2,300 library users participated in an online survey about their use of the library and the way in which Wyndham Libraries support the community.

Representatives from across Wyndham City Council’s business areas contributed to the strategy through a Project Steering Committee.

Candace Smith	Team Leader, Kindergarten Services
Cliff Eberly	Team Leader, Neighborhood Hubs
David Fitzsimmons	Coordinator, Arts and Cultural Development
Eilis Hughes	Coordinator, Leading Communities
Georgie Hill	Manager, Service Planning Partnering and Reform
Karina Fish	Team Leader, Kindergarten Services
Karen Morton	Team Leader, Home Care
Lesley Rogan	Coordinator, Economic Development
Lizzie Mettam	Smart City Convenor
Pauline Petschel	Area Leader, Maternal and Child Health
Tracey Dunshea	Coordinator, Library Operations

Additional consultation occurred through interviews with a selection of organisations from the community services, education, business and cultural sectors.

- AMES Australia (Adult Migrant English Service)
- Deakin University
- Northwest Primary Health
- Westbourne Grammar School
- Wyndham Best Start
- Wyndham Business & Tourism Association
- Wyndham Community & Education Centre
- Wyndham Community Cultural Foundation
- Werribee District Historical Society and Museum

Wyndham Libraries managers and staff supported the Community Reference Group and Project Steering Committee, and also participated in workshops examining future directions and priorities for public libraries in Wyndham.

Strategy researched and written by **Ian Phillips, I & J Management Services**.

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Wyndham City Libraries

Plaza

Pacific Werribee Shopping Centre
Shop MM11, Level 1, Derrimut Road
Werribee
Ph: 8734 2600

Point Cook

1-21 Cheetham Street
Point Cook
Ph: 9395 7966

Werribee

177 Watton Street
Werribee
Ph: 9742 7999

Wyndham Vale

86 Manor Lakes Boulevard
Manor Lakes
Ph: 8734 8930

Julia Gillard Library Tarneit

150 Sunset Views Boulevard
Tarneit
Ph: 8734 0200



eLibrary

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