

Library Strategy

2023-2027



Acknowledgement of Country

The City of Perth kadij kalyakool moondang-ak kaaradj
midi boodjar-ak ngala nyininy, Wadjak Noongar yoongar wer
bandany Aboriginal yoongar yooarme boodjar-ool.

Ngalang woola Boorloo wer Derbal Yerrigan kalyakoorl, wongin
kadadjiny wer, wirn-yoodan.

Ngalang kadij Birdiya koora wer yeyi moondang-ak kaaradjiny.

The City of Perth acknowledges the traditional custodians
of the land we are situated on, the Whadjuk people of the
Nyoongar nation and Aboriginal people from other lands.

We celebrate the continuing traditions, living culture, and the
spiritual connection to Boorloo (Perth) and the Derbal Yerrigan
(Swan River).

We offer our respects to Elders past and present.





Message from the **Lord Mayor** **Basil Zempilas**

The City of Perth Library is a unique, safe and inclusive space in the heart of our city.

Our Library provides services to everyone, regardless of age, ethnicity, gender, religion, nationality, language, or social status.

Our Library is growing from strength to strength, as more of us are drawn back to social hubs to learn and connect.

We believe there's always room for our Library to grow. And that's what this Strategy is about.

As the City continues to evolve so to our Library must evolve, adapting and designing services that meet community needs and contribute to our quality of life.

I look forward to implementing this Strategy and enjoying the continued evolution of our Library into the future.



Message from the **Chief Executive Officer** **Michelle Reynolds**

A socially and economically prosperous city supports everyone's access to knowledge, skills development, information and resources, while enabling social connection and wellbeing.

Libraries have an essential role in delivering this support, ensuring residents, workers, students and visitors alike have access to essential information, technology, programs and spaces to support their participation in our community.

The City has provided a library service for 65 years, and is committed to delivering excellence in its library service well into the future from its current state-of-the-art building.

This Strategy sets the direction for our Library. Focused on a future that's vibrant, innovative, and deeply connected to its community.

We will focus on diversifying and increasing use of our Library spaces, delivering new programs and services and growing partnerships across our community and stakeholders to support delivery.

Both onsite and online we aim to be a library that engages and empowers everyone.

Introduction

Every day people from our city, surrounding regions and visitors access our Library as a space to connect with others, learn, work and relax. From our iconic home in the city centre, via digital resources and programming, our Library contributes to creating a more liveable, sustainable and prosperous city.

Building on our 73,000 members and 22,000 visitors per month, we have identified opportunities to further engage with more of our community. Our strategy focuses on creating greater vibrancy and connectedness through our physical spaces, driving a deeper connection with our community and precinct, establishing strong partnerships for innovation and learning, and maintaining operational excellence throughout everything we do. We have looked to how libraries across Western

Australia, nationally and internationally are evolving in response to community needs and will continue to work with the Library sector to share knowledge, ideas and best practice.

Over the next four years we will work in collaboration with our stakeholders to implement this strategy and ensure the ongoing evolution of our Library building and service as an innovative, exciting and engaging place for everyone.

Our Purpose

To engage and empower our community through opportunities for everyone to learn, discover, create and connect.



Our Role

In delivering our Library service we undertake multiple roles:



Service Provider

We lead the delivery of key services, collections and programs directly to the community.



Facilitator

We enable others to deliver services and programs through our spaces and resources.



Partner

We partner with organisations and community to co-deliver programs and services.



Advocate

We advocate for the community in the development and delivery of library services at a state and local levels.





Strategic Alignment

This Strategy contributes to, and builds on, the pillars and goals of our Strategic Community Plan—Liveable, Sustainable and Prosperous. As a vital community service, the Library also has an important role in delivering on the City’s commitments across equity, diversity and inclusion.

Strategic Community Plan

	▼	▼	▼
Strategy Pillars	 Liveable	 Sustainable	 Prosperous
Key Overarching Strategies	Equity, Diversity and Inclusion Framework Social, Health and Wellbeing Framework Sustainability Strategy Economic Development Strategy WA Public Libraries Strategy 2022-2026		
Library Direction and Delivery	City of Perth Library Strategy 2023 – 2027		
Measurement and Impact	Success Measures – Organisational and Community Indicators		

United Nations Sustainable Development Goals



The Australian Public Library Sector recognises and has committed to using the United Nations Sustainable Development Goals (SDGs) for future planning. Adopted in 2015, the 17 SDGs provide a shared blueprint for peace and prosperity for people and the planet, now and into the future.

Like all public libraries, City of Perth Library, via its building and services, has a key role in contributing to the delivery of the SDGs at a local level. This Strategy uses the SDGs to ensure alignment of services to this shared global vision and to monitor our impact on our community.





Strategic Context

Our community



Population

28,463

Daytime population over

200,000



Diversity

54%

of residents born overseas
with representation from
over 90 countries



Residence

87%

of residents live in an
apartment or flat vs. 5% for
Greater Perth.



Households

5,301

residents

High proportion of single
person households



Age

46%

of residents are aged
18 to 34 years.



Language

34%

of residents are
multi-lingual



Family

Low proportion of families;
there are 5,867 families, for
whom there is an average of
1.4 children per family



Education

Of our residents, 883
attend preschool/primary
schools, 464 attend
secondary school and
5,361 attend tertiary
education (vocational
training or university)

Source: 2021 ABS Census

Evolving libraries

As an important part of our capital city our services and facilities must meet the evolving needs of the community and be responsive to the broader trends and forces that impact how people live, work and play in our city. With a population characterised by high density living and a higher proportion of single person and group households, our Library provides a critical 'third place' outside of home and work – a place for social connection, independent work and learning, activities and relaxation. Libraries continue to transform as places that must cater for a diverse range of activities and interactions whilst retaining delivery of core services and access for the whole community.

Collaboration and partners

Continuing to build opportunities for collaboration and partnerships is key to maintaining relevance with our community. Through partnerships and collaboration, we have an opportunity to enrich our programming, leverage specialist knowledge and expertise, develop services and explore new opportunities to bring people into our physical and digital spaces.

Digital demand

Access to digital services and facilities is increasingly critical to our community as interactions with core public services, work, learning and entertainment move to online environments. We have an important role in enabling access for all and supporting digital literacy and competency for all people to navigate the digital world successfully. This demand for digital access will inform how we shape our collections, spaces, equipment and programs over time.



Our Strategy

Focus and Priorities

Our strategy sets out our areas of focus and priorities over the next four years, building on and complementing our core services. This is supported by an implementation plan that will establish specific actions and timeframes for delivery.

The four focus areas of our strategy are:

- Community hub and haven
- Strong community connection
- Cultivate learning and discovery
- Operational excellence



Community hub and haven

Our Library is both a hub and haven – a unique place for meeting and connecting with others, as well as learning, recreation and relaxation. We provide a range of spaces onsite and online to meet the varying needs of our community and will maintain, adapt and evolve our spaces over time.

Priorities

- Re-imagine key library spaces to enhance opportunities for gathering and social connection as well as independent learning and relaxation.
- Increase connectivity between internal and external spaces, driving engagement and use within the Cathedral Square precinct setting.
- Build vibrancy, amenity and accessibility of Ground Floor space, including collaboration with Library Café to deliver a welcoming space.
- Increase use of the Auditorium, meetings rooms and public spaces by external hirers.
- Maintain and develop our virtual spaces and online services to increase use and digital engagement.
- Develop marketing strategies and campaigns across a variety of channels to increase awareness of and build engagement with all library services and facilities.

Outcomes

- Ground Floor, Level Three and Terrace re-imagined and revitalised as areas of diverse activity and interaction.
- Cathedral Square activated with the Library's presence including events and activities
- Increased utilisation of bookable spaces across the year
- Onsite visitation increased by 10% within first year.
- Increase in engagement with Library digital channels and e-newsletters.

Strong community connection

We place our community at the forefront of what we do. We build connections and partnerships across diverse stakeholders and groups to continuously improve and evolve our services, co-create and co-deliver, and ensure our position as an engaging, accessible and inclusive place.

Priorities

- Build our leadership role in delivery of equitable, accessible and inclusive Library services and programs.
 - Establish partnerships to support the development and delivery of new Library spaces, services and programs.
 - Work with internal and external stakeholders to develop community outreach and social inclusion initiatives.
 - Monitor and adapt to changes in community needs to ensure relevancy across our collection and programs.
 - Explore options and demand for alternative borrowing items, including a Library of Things, providing equipment, tools, technology and other items for loan to the community.
-

Outcomes

- Increased partnerships to support priority programs and projects.
 - Increase in co-creation and co-delivery of Library programs with external partners and groups.
 - Borrowing collections diversified to meet community needs and demands, particularly for residents.
-

Cultivate learning and discovery

We create opportunities for everyone to learn and grow over a lifetime – helping people to stay informed, develop critical knowledge and skills, and learn in formal and informal environments. We will ensure our community is supported to engage in learning in innovative and creative ways.

Priorities

- Develop plans to facilitate creative, maker or technology services and programs to support innovation, hands-on learning and creative development.
 - Review the Local History Collection items and location to identify opportunities and partnerships to build public access and engagement.
 - Increase capacity and focus on diverse programming, including development of the range, timing and location of programs to reach new audiences.
 - Evolve e-resources and onsite technology and services to support digital access, literacy and learning.
-

Outcomes

- People engage with the Library for creative skills development, including STEAM learning (Science, Technology, Engineering, Arts and Mathematics).
 - As part of the City's Cultural Collections, the Local History Collection is supported, maintained and accessible in conjunction with partner organisations.
 - Increase in Library program and event attendance, across a range of ages and interests (10%)
 - Increased engagement with and use of e-resources, Library App and other platforms (10%).
-

Operational excellence

Our Library is a core community service, a welcoming place delivering high quality service to all. We strive for excellence in all we do and will work collaboratively with colleagues, partners, the community and the library sector to achieve our goals, maintain and enhance our valued asset and maximise our positive impact.

Priorities

- Ensure our people are supported to grow their capacity, skills and knowledge.
 - Maintain excellence and consistency in customer service standards across all services.
 - Build cross-City collaboration and teamwork to drive efficiency and opportunities to integrate core services across facilities.
 - Invest in critical upgrades to Auditorium and Meeting Space technology to ensure the needs of diverse hirers can be met.
 - Develop the building maintenance program and facilities management to ensure efficient, sustainable management of our unique asset over time.
-

Outcomes

- Customer satisfaction maintained at 95%+
 - Library outcomes and measures integrated across organisational plans and reporting
 - Venues that leverage new technologies to ensure we maintain pace with library standards and customer and community expectations.
 - Active program of maintenance and upgrades in place to manage ageing infrastructure into the future.
-

Measuring Success

We will monitor progress on our strategy and evaluate performance through a range of indicators at organisational and community levels. Key measures will be developed in conjunction with our implementation plan.

Organisational performance indicators may include:

- Membership
- Library visits per year
- Percentage of collection on loan
- Venue hire bookings and revenue
- Program and event attendance
- Engagement with digital channels and resources

Community indicators will focus on measuring community perceptions and impact and may include

- City of Perth surveys – e.g., Markyt Scorecard indicators
- Library surveys – customer satisfaction survey (annual)
- Community awareness and knowledge of library services and programs



This publication is available in alternative
formats and language upon request.



GPO Box C120,
Perth WA 6839



perth.wa.gov.au



27 St Georges Terrace
Perth WA 6000

T 08 9461 3333

E info@cityofperth.wa.gov.au

CITY OF  PERTH