

Mobile & Outreach Services

NSW Public Libraries



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NEW SOUTH WALES



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standards
& *guidelines*

Acknowledgments

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ON THE COVER: WARRINGAH - MARILYN THE CARAVAN LAUNCH

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The NSW Public Library Context

In 2015 there are 367 public library buildings in NSW, operated by 151 councils, divided into 101 distinct library services.

The State Library has a statutory relationship with councils to promote, provide and maintain public library services for the people of NSW. As part of this relationship, the State Library makes careful inquiry into the management and administration of local libraries, and provides advice on services and their development.

The annual public library financial and statistical information collected by the State Library, along with our research into services and trends, represents a significant body of information that assists the development of policy and practice advice. Some observations on NSW public library trends include:

- High usage of facilities and collections.
- Physical visits to public libraries are significant and have increased over the past 15 years (35 million visits in 2013/14, up 30% in comparison with 2000).
- Loans of collection items remain strong and have increased over the past 15 years (45 million loans in 2013/14, up 5% in comparison with 2000).

Internet use and online services have experienced extremely high growth over a relatively short period:

- Online visits to public library websites grew by 1.1 million to 10.2 million between 2012/13 and 2013/14.
- Internet bookings in public libraries doubled between 2009/10 and 2013/14 to 7.8 million sessions. WiFi bookings account for most of this growth.
- While ebook loans are not a high proportion of the 45 million above, they doubled from 0.5% of total loans in 2012/13 to 1.1% of total loans in 2013/14.

Library spaces are increasingly being used for activities over and above collection use and study. Current community demand for programming and events, community space, meeting rooms for community groups and technology access points are reconstituting libraries as community hubs, and driving growth in the size of library buildings.

Urban consolidation, the growth of new suburbs and rising coastal populations are occurring while rural and fringe settlement is becoming sparser.

Much of this data about the NSW network of libraries is based on fixed, static central libraries and branches.

But what of other models of delivery?

In 2014 a lack of information and data in this area led us to scope a project to help fill the gaps in our knowledge of mobile and outreach services, and investigate current practice and potential. A key driver is a desire to tackle reaching the 50% or so of the population who aren't regular library visitors.

OBJECTIVES OF THE RESEARCH PROJECT

Following the advice of the State Library's Public Library Network Research Committee, a project to delve deeper into mobile library and outreach models was scoped and commissioned.

The aim of the research was to identify the current range and scope of NSW public library mobile and outreach service models, including an overview of the historical development of these models; to explore the strengths, weaknesses, benefits and opportunities of different outreach models used by NSW public libraries; and to develop good practice guidelines for NSW public library mobile and outreach services.

Roger Henshaw Consultancy Services were appointed in 2014 to conduct the fieldwork and compile information using a mixed method of research. This included a literature review, surveys, site visits, reporting and the drafting of guidelines. This report is based on the findings of this project.

KEY MESSAGES

The findings and recommendations published in this report broaden the knowledge base of NSW public library mobile and outreach service models, and propose guidelines to define and measure the provision of outreach services.

The report describes current typologies of mobile library service, including the emerging 'Wollondilly Model' which is in effect a hybrid mobile library, a provider of outreach services for events and a home library service vehicle.



/RTRL MOBILE LIBRARY

The ‘pop-up’ outreach model, which involves taking library promotion and services to temporary locations is also well documented in the report.

The survey phase of the project found that there are approximately 48 deposit stations operated by public libraries across NSW. Most commonly these are small collections deposited in a council or other building (such as a shop, petrol station, post office), run by volunteers and open limited hours.

For many years the State Library has not encouraged the operation of deposit stations by NSW public libraries, on the grounds that they cannot offer a reasonable library service to communities. However this study has highlighted that with the right elements, some deposit stations operate effectively as self-service ‘branches’, especially those in council facilities that have decent opening hours, are equipped with WiFi, dedicated furniture, council staff, PCs and self-service loans modules connected to the ILMS (Integrated Library Management System). This model has potential and may be a viable option for some small communities, especially where they can be run as part of another community facility.

This project has been enlightening in that it has identified a wide range of mobile and outreach service models, and has identified a growing appetite for the further development of these services among NSW local council libraries.

The Guidelines and Key Performance Indicators section of the report proposes a framework for the operation and measurement of outreach, including a focus on impact.

The diverse NSW, Australian and international examples highlighted in this report are likely to further inspire councils and their libraries to provide innovative and responsive service models outside the walls of their buildings.

REDEFINING PUBLIC LIBRARY REACH

The study has more clearly identified the wide coverage of library services across NSW. The 367 public libraries are augmented by 48 deposit stations and approximately 500 mobile library locations (including many small schools).

Cost effective hybrid mobiles and pop-up models further extend the definition of reach, which will assist library promotion and advocacy.

The research also highlights the need to formally recognise outreach in library policy, planning, guidelines, service development and KPIs.

The State Library of NSW will be pleased to work with NSW councils and their libraries on the further development of services in this area.

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Introduction

This publication provides the history and context for the delivery of mobile and outreach library services within NSW. It provides guidelines for the delivery of these services. It is written to be a key tool for the planning, delivery and evaluation of mobile and outreach services. The report does not replicate information that is already generally available; the State Library recommends that you use other tools and publications, particularly those referenced here, to address the specific needs of your library service. Local contexts are crucial in determining local needs and the summary case studies on page 19 identify the application of specific outreach models in relation to local considerations.

GOOD PRACTICE GUIDELINES

The Mobile Branch Guidelines are on page 21. These are based on *Living Learning Libraries*¹ with information from the International Organization for Standardization (ISO). For additional information on mobile services the IFLA Mobile Library Guidelines² provide specific guidelines on assessing whether a mobile library is the right service for a community, vehicle choice, furniture, equipment, internal layout and design, collections, scheduling stops and staffing.

Outreach Guidelines are on page 23. Outreach covers a wide range of services that may need to be delivered alongside or in conjunction with other services to address specific needs or limitations. For example a mail delivery service is crucial for very remote customers but they may have limited interaction with library staff. Outreach through social media and/or partnering with other community groups can alleviate some of the isolation.

MEASUREMENT AND PERFORMANCE INDICATORS

Performance indicators, strategies for impact measurement and statistical analysis are provided on pages 25 to 31.

Including mobile and outreach services in council and library policy and planning helps with the sustainability and integration of the services. It allows for reporting on use and impacts to be fed back to Council and stakeholders, confirming the importance of services beyond the library walls.

Project Scope

BRIEF

The State Library of New South Wales, on behalf of the NSW Public Library Network Research Committee, commissioned this project to research Mobile Library and Outreach Models, to gain an understanding of current practice with a view to establishing good practice guidelines.

The aim of the research was to identify the current range and scope of NSW public library mobile and outreach service models, including an overview of the historical development of these models; to explore the strengths, weaknesses, costs, benefits and opportunities of different outreach models used within NSW public libraries; and to develop good practice guidelines for NSW public library mobile and outreach services.

METHODOLOGY

The methodology incorporated:

- Desktop research, site visits and surveys to identify the range of current models of public library outreach and mobile services in NSW
- Statistical analysis of usage data for NSW public library mobile and outreach services
- Consultation with NSW public libraries currently operating mobiles or outreach services
- Analysis of services in other jurisdictions

DEFINITIONS AND SERVICE DESCRIPTIONS

Mobile Library

A vehicle designed, equipped and operated to extend and facilitate access to public library services to those people who do not have reasonably convenient access to a static public library.

Mobile libraries continue to play a vital role in communities throughout NSW, Australia and beyond. In rural and remote communities, where population density is low, maintaining a permanent building would be uneconomic, and where many government and commercial services have been discontinued, mobile libraries fulfil an important social need as a meeting place, and distribution point for local community information. In outer urban areas, mobiles often serve as an interim measure for residents of new suburbs that may eventually need a branch library.

The mobile library of the future may differ from today's model but will almost certainly remain viable and relevant to a large number of communities. Critical success factors will be strategic partnerships,

uptake of technology, skilled staff and community involvement.

Variably referred to as bookmobiles, libraries on wheels, and mobile libraries, these services resonate strongly with those delivered from a standard branch e.g. lending, access to technology, and access to readers' advisory. The main difference is space, hours of operation, and the ability to provide program-based activities such as children's activities, and learning programs. Essentially a mobile service is a branch with wheels and might better be described as a Mobile Branch.

Outreach Service

Any activity that introduces the library to the community and which promotes library membership, services and programs to existing and potential customers. Outreach refers to services or programs offered outside of the library to reach new users, such as the unserved or underserved groups, as well as activities to the community about services and programs offered by the library.

Outreach services are generally services delivered externally to library members, the community and other stakeholder groups (e.g. schools), and can be a version of services, programs or other activities already being delivered at the physical branch e.g. a children's storytime that cannot be delivered via current infrastructure (e.g. due to space constraints), or they may include programs specifically designed for individuals or groups that do not or cannot access the physical branch network. Pop-up services fit under this umbrella, as locations, scope and purpose will vary over time.

Outreach programming or services are also an effective way of promoting the library to a wider community, and a way of reaching those who are either unable (physical constraints, personal constraints e.g. carers) to utilise physical services (at a branch), or who are not traditional library users. Outreach can also include the library going out into the community to 'bring people in', for example, new or disenfranchised groups.

Outreach includes library marketing and promotional activities and communications delivered externally or outside branch infrastructure e.g. a library eNewsletter (such as the PLA eConnect newsletter used by Richmond Tweed Regional Library and Manning Valley Libraries); and talks to community or industry groups.

Mobile Library Service Models: Overview and Trends



/01



/02



/03

WHAT IS A MOBILE LIBRARY SERVICE?

Mobile libraries vary in size and design to suit differing needs and terrains. They offer an effective library service with the flexibility of multiple stops and the ability to reach out into the community and serve outlying areas in ways not possible from a static branch. Modern mobile library vehicles are usually well-equipped with sizeable collections, technology, WiFi and climate control. Many have access for people with a disability and moveable pods that increase internal floor space when the vehicle is stationary. Collections provide good browsing capacity and are supported by access to the entire library collection via reserves. Stock is exchanged regularly, usually with a main branch. They offer cost-effective service delivery, particularly in regard to staffing, although the purchase, fit-out and maintenance costs can be considerable. There are currently (2015) 23 mobile libraries in NSW.

There are associated advantages and disadvantages in the provision of a mobile library service compared to a static branch.

ADVANTAGES

- Ability to reach a larger percentage of the population than could be served by static branches
- Flexibility - the stops can be chosen to suit population distribution and convenience, and can change as needed in response to demand and usage
- Larger vehicles will often have a larger collection capacity than a small static branch
- Good browsing capability and access to the library's full collection
- Good potential for increased turnover and usage of stock
- Potential to provide WiFi hotspot for access to online and library resources
- Reduced staffing costs (if compared to multiple small branches)

- Face-to-face staff assistance provided to patrons
- Reasonable operating costs
- May incorporate additional services e.g. visits to aged care facilities and housebound clients
- Potential to conduct council business onboard e.g. rates payments, lodgment of DAs
- Highly visible and movable promotional billboard for the library and Council

DISADVANTAGES

- Limited opening hours at each location (although this may be offset by the ability to reach more locations)
- Establishment costs are high compared to static branches (although there are savings on land/building purchase, construction, and maintenance costs)
- Heavy vehicle licence may be required
- Reduced capacity to act as a community hub (compared to static libraries)
- Work Health and Safety issues for mobile operators

CHALLENGES TO THE FUTURE OF MOBILE LIBRARY SERVICES

The use of mobile libraries in some areas of Australia has declined to the extent where the services have been discontinued, and alternative delivery methods put in place.

NEW SOUTH WALES

Those library services in NSW which have discontinued their mobile delivery cite the following as the main reasons:

- Increasing costs, in particular fuel and maintenance
- The rise of the online 24/7 library means many library services can be remotely accessed from home
- Population decline in some rural areas

- 01 LAKE MACQUARIE MOBILE LIBRARY
- 02 RANDWICK LIBRARY BOOKMOBILE
- 03 WOLLONDILLY'S MOBILE LIBRARY

- Increasing populations in outer metropolitan areas have resulted in the decision to establish a static branch
- The increased mobility of the population combined with the loss of services such as schools, banks and shops in small towns has led to an increased tendency to drive to the nearest large town on a regular basis
- Growing environmental concerns, including the effects of large vehicles travelling the countryside
- Work health and safety concerns. Mobile drivers often work alone and in conditions that may be unacceptable from a WHS perspective
- Changes in library/council management and strategic priorities

TASMANIA

Tasmania provides public library services through its statewide network giving Tasmanians integrated access to library services, research and information, and adult literacy support. Mobile libraries had successfully operated for 30 years or more, but the service was withdrawn in 1998. The decision to suspend mobile service was mainly due to a decline in user numbers, brought about by the greater mobility of users; and partly because of the disparity in the services offered by static branches and the mobiles. As branch libraries offered more and more services such as WiFi and programming, so too were the mobile vehicles ageing and in need of replacement, a capital expense it was thought better to invest elsewhere in the public library network. As compensation, existing borrowers were offered alternatives depending on their circumstances. Those patrons who lived more than 30 kilometres from a branch library were offered the option of a postal service or a larger loan quota and extended borrowing times to assist with less-frequent library visits, and many of the older clients were offered a home-delivery service.

NORTHERN TERRITORY

The Northern Territory Library (NTL) provides a centralised model of support to the Public Library Network of the NT. The Territory trialled a mobile library service some years ago and found that while it was fairly successful, there were huge areas it could not access. The problem was simply that climate and road conditions make vehicular access impossible for many months of the year in remote areas. A Country Borrower Service is now operated for those living in small and isolated communities unable to access a public library or Knowledge Centre. The service

is operated in conjunction with the Alice Springs Library in the Red Centre and by NTL in the Top End from Taminmin Community Library. The service provides a regular exchange of books and other resources to individuals.

AUSTRALIAN CAPITAL TERRITORY

In June 2014 Libraries ACT announced they were discontinuing the mobile service and changing the method of service delivery for existing mobile library users, to better meet customer and community needs, and deliver services in a cost effective manner. The mobile library had been an underutilised service, with access and parking difficulties as well as security risks for staff identified as problems. Other services such as the home library service will better suit many mobile library users, and customised transition plans have been developed for existing customers. Library staff also spoke to residents and staff of retirement and aged care facilities who used the mobile library, to discuss available options.

VICTORIA

A number of rural and regional library services in Victoria have discontinued their mobiles, primarily for financial reasons, citing declining use and rising costs. In order to minimise the impacts on borrowers, several alternate service delivery options have been explored, principally direct mailing and library depots. Although not industry 'best practice' library depots often have a special place in their communities, providing volunteer opportunities and adding value to their host businesses. For example, in order to service the small towns and hamlets in its mountainous part of the state, the High Country Library Corporation (HCLC) adopted a multipronged approach – combining individual mail-outs to patrons with the establishment of a number of library depots. Based on the successful library depot at Woods Point Hotel, the service provides pick up and delivery of reserved items and Internet access in a number of community halls. Sites are visited regularly by the Outreach Librarian, in a four-wheel drive vehicle. The direct mail service supplements this, and though only used by a few patrons, HCLC regards it as an integral part of its outreach provision. It caters for people who need it on a temporary basis and for the elderly in small communities who 'rediscover' the library and often transition to branch usage with the help of family or friends. HCLC is also in the process of developing links with other agencies to increase the reach of its outreach service.

Outreach Services: Overview and Trends

WHAT IS OUTREACH?

The activity of an organisation in making contact and fostering relations with people unconnected with it, especially for the purpose of support or education and for increasing awareness of the organisation's aims or message.

In libraries, outreach is often described as services for those who are infrequent users or non-users, or as services for those who are traditionally underserved. Library outreach strives to provide equitable delivery of library services to all, through the development of programs, services and policies which make the library available to everyone - the ability to be in the community, to engage with community members and to offer specific targeted services.

For many libraries, the motivation behind their outreach program is marketing - selling the library's services and programs to members of the community who do not or have not yet come into the library, for example pop-up libraries, which have the advantage of flexibility, low cost and adaptability, unlike static branches or mobile libraries.

ADVANTAGES

There are a great many benefits to the community and the library, particularly when outreach is integrated into all library services and programs:

- Access to library services is made available for everyone
- Community partnerships are developed
- Connections are made with non-users and underserved populations
- Opportunities for lifelong learning are explored and exploited
- Library staff gain a growing awareness about the needs and interests of their community
- There is an increase in the awareness and visibility of the library

Outreach Delivery Models

Social and technological changes will see a number of alternative outreach service delivery models evolve. Outreach encompasses a wide range of services and programs, as demonstrated by the following examples.

1. Home Library Services

The most common form of outreach in NSW public libraries is the delivery of library materials to those people unable to access their local library due to special circumstances. All members of the community are entitled to equal access to library information, resources and a quality standard of service. This should be provided to the customer free of charge as per the Library Act 1939:

No charge is to be made for the delivery to a member of the library of any library material or information that the member is entitled to borrow free of charge if the member for reasons of ill-health or disability cannot reasonably be expected to attend the library in person. (Section 10, Library Act 1939)

In general, home library services provide:

- A personalised service to individuals who are unable to access the library because of illness or disability
- Bulk loans to residential facilities; such as hostels, nursing homes and hospitals
- Service to residents who are full-time carers
- A temporary service for residents convalescing from illness or injury.

The strategic plan of the NSW Home Library Service Working Group¹ provides useful information on the delivery of HLS within NSW, and updates *The Home Library Services in NSW survey*², conducted by the Working Group in 2009. This snapshot of HLS across the state contains data that can be used to benchmark home library service activities, help plan future services, and identify both trends in home library service and libraries using similar models.

While HLS can be delivered on a temporary basis to anyone in the community (for example people recovering from an injury or illness) long-term clients of the service are, in the main, elderly or frail. It is for this client group that much work has been done in the development of innovative methods of service delivery.

HOME LIBRARY SERVICES FOR CALD COMMUNITIES

- The provision of large print, audio and eResources in a range of community languages.
- Recruitment of volunteers who speak two or more languages to deliver HLS.

¹ NSW Home Library Service Statewide Working Group Strategic Plan 2012-2015 http://www.nswmpla.org.au/Sites/nswmpla/CMS/Docs/Meetings_Working_Groups_and_Events/Working_Groups/Home_Library_Service_Working_Group/Strategic_Plan/NSW_Home_Library_Services_Statewide_Working_Group.pdf [accessed Jan 2015]

² Home Library Services in NSW (2009) http://www.sl.nsw.gov.au/services/public_libraries/docs/Survey_report_2009.pdf [accessed Jan 2015]



/HOME LIBRARY SERVICES DELIVER TO A RANGE OF CLIENTS

EXAMPLES

- Fairfield City Library (NSW) provides in-language loans to a number of individuals and aged-care facilities where residents are primarily from a CALD background. The Library is assisted in the selection and delivery of items by members of various cultural and language organisations, for example the Russian Relief Association of St Sergius of Radonezh. Materials are from the library's own collection or bulk loans from the State Library of NSW. Languages currently in demand include Russian, Italian, Croatian, Chinese, Arabic, Vietnamese, Assyrian, Persian and French. It is anticipated that demand will continue to increase as the population ages.
- The Home Library Services for Non English Speaking Background (NESB) seniors at Yarra Plenty Regional Library (VIC) aims to develop a program for NESB seniors with low literacy in their first language. Volunteers read aloud in their first language to people who are at home, in residential facilities, and caregivers who may be confined to their home for much of the time to enhance the quality of life of both the reader and the person being read to.

HOME LIBRARY SERVICES - TECHNOLOGY SOLUTIONS

- Lending of mobile devices to HLS clients, e.g. eBook readers 'pre-loaded' with a selection of titles or iPads with portable WiFi connection. Access to the library's catalogue can bring a much greater degree of independence in the selection of material for loan to HLS clients
- Inter-generational training in use of technology i.e. using senior school students to instruct HLS clients in the use of the devices, and to be their 'go-to' help with any future problems

- Podcasting or webcasting (live streaming and/or archived on YouTube for instance) of in-house library events and programs e.g. author talks, Law Week events
- Online book clubs

EXAMPLES

- The State Library of NSW creates videos and podcasts of many of its talks and events, and provides online versions of its exhibitions and displays³.
- Queens⁴, a public library in New York, has initiated video and phone conferencing for its homebound clients. Participants can now communicate with one another as well as library staff, and are able to participate in 18-20 monthly programs and discussions led by professionals in various fields. When the library was closed during Hurricane Sandy, library staff conducted teleconferences so that homebound residents could seek help.

ALTERNATIVE HLS DELIVERY

- Use of Australia Post to deliver items
- Partnership with other homebound services of Council or community e.g. Meals on Wheels, to share deliveries

2. Deposit Stations

Many libraries choose to place a small collection of books in an alternative location in the community, to supplement the stock available in their branches. These are variously known as deposit stations, public service outlets or library depots. Deposit collections are best located where people meet and wait e.g. doctors' rooms, airports, laundromats, car repair workshops. They are frequently co-located with a community facility such as a visitor information centre, sports or recreation facility or in a retail outlet (a shop or petrol station). A common model in the USA and Canada is the provision of deposit collections in residential care homes, prisons, homeless shelters and hospitals. Generally, deposit stations are unstaffed or are tended by volunteers or staff associated with the location itself. Some provide a computer with catalogue, database access and ecollections and there are usually arrangements for self-borrowing and returns (items can be left to be collected by branch staff). Stock is refreshed regularly from the library's greater collection and requested items may be picked up from these locations.

³Events and talks Podcasts, SLNSW. <http://www.sl.nsw.gov.au/podcasts/events/index.html> [accessed Jan 2015]

⁴Programs for Adults http://www.queenslibrary.org/events/?filters=ev_age:Adults [accessed Jan 2015]

Running costs for these outlets (including leasing fees to operators, staff and travel costs) are far less than the cost of operating a branch or mobile library, and there is an enormous saving on the capital investment involved in acquiring a building or mobile library vehicle. The depots thus provide a cost-effective solution for small and remote communities. However, they need to be constantly reviewed to ensure that they are meeting the demands of the communities that they serve. Due to their low cost and in some cases very low stock turnover the depots are relatively easy to manage and maintain.

Compared to industry best practice (for example, *Living Learning Libraries*⁵) such facilities could be considered to be under-performing, but they are often valued and special features of their communities, providing volunteering opportunities and adding value to the businesses in which they are located. In many locations the library depots are the only visible Council service (apart from rubbish and roads).

ADVANTAGES

- Minimal staffing costs
- Access to whole collection through reserves
- Convenient pick-up and drop-off point
- Potential for longer hours of access
- Minimal or no maintenance costs
- Provides a library/Council presence in remote or isolated locations

DISADVANTAGES

- Considerably reduced browsing capacity
- Security of stock may be a problem
- No library staff assistance provided
- Co-location may not be suitable for some patrons
- Staff training may be an issue
- There may be no-one responsible for what is in the collection
- Need to find partners willing to establish an arrangement
- Minimal (or no) capacity for library-based activities

3. Pop-up Libraries

The aim of the Pop-up library is to meet people where they are, not for them to have to come to the library. A Pop-up extends the reach of the library into the community, and can also function as a 'guerilla marketing' strategy⁶.

The Pop-up is becoming a common sight throughout NSW as libraries continue to engage with their communities, foster a love of reading and promote their services and programs. They are appearing on the beach, in shopping malls and parks, at local festivals and fairs – in fact, wherever potential library users gather.

There are a number of advantages a Pop-up has over its more traditional, static counterpart. For example, they:

- are different – more fun and funky
- offer a chance to explore something new for a new audience



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- make good use of vacant spaces
- can easily go where potential users are
- challenge the library stereotype

A more comprehensive review of Pop-up Libraries is attached at Appendix 2.

4. Express Libraries

Sometimes known as library kiosks, express libraries may contain elements such as:

- a touch screen computer linked to the library's catalogue and databases
- WiFi internet access
- lockers for book collection and return
- seating, study spaces and room for limited programming.

5. Vending Machine Libraries

Over the last several years a number of companies have been offering automated vending machines to allow 24/7 access to a small collection of library resources. The following is a brief overview of some of the machines currently on the market,

⁵ Living Learning Libraries (2013) http://www.sl.nsw.gov.au/services/public_libraries/docs/living_learning_libraries2013.pdf [accessed Sep 2014]

⁶ Low-cost, unconventional means to draw attention to an idea, product, or service (Wikipedia)

and updates the article written by Bruce Monley in *Australasian Public Libraries and Information Services* in 2011⁷.

Vending machines offer libraries a number of opportunities including 24/7 access to collections at minimal staffing costs, a library presence in high traffic areas, and an effective marketing and promotional tool. Physically similar to food and drink vending machines, library kiosks provide self-service for dispensing reserved titles and a small selection of displayed titles for loan. They can house a range of formats including books, CDs and DVDs. Usually dependent on RFID technology and operated by a library card, most models are effective for lending materials but cannot handle returns. Kiosks could be located in airports, rail, bus and ferry stations, shopping centres and supermarkets, universities and TAFE colleges, hospitals, aged care facilities or apartment/residential complexes.



/DIGITAL LIBRARY IN BUCHAREST UNDERGROUND STATION

6. Digital Pop-ups

Pop-up libraries need not be physical entities. In 2012 collaboration between Vodafone and a publisher in Bucharest resulted in a digital Pop-up library in a train station⁸. The walls of the station were papered with QR code enabled posters allowing commuters to scan the QR code and download free samples of book and audiobook titles.

Another kind of digital library is the Library Box⁹ concept. Library Box is a Kickstarter funded file sharing software and inexpensive hardware developed by Jason Griffey in 2013. It enables users to set up a mini server and WiFi hotspot using a power source and the Library Box hardware. Library

staff could set up a Library Box in a park or café, loaded with digital information such as databases, eBooks and selected websites and share it with anyone with a WiFi enabled device. This could be a solution for libraries wishing to service customers in remote areas with poor Internet access.

7. By-mail Delivery

Some libraries choose to deliver materials to housebound individuals (and others) by mail. Materials are sent out to a patron by mail, often along with return postage. The service may be delivered free (to the housebound, as is the case with the Outback Letterbox Library, see below) or for a fee (as a value-added service to those patrons willing to pay for mail delivery to save a trip to the Library). By-mail delivery has the following benefits and challenges.

BENEFITS

- Requires less staff time per registered user than in-person delivery model
- Allows door-to-door delivery in a larger geographic area
- Can involve multiple staff, including volunteers, so that gaps in service do not occur
- Deliveries better match the patron's reading habits as they are not tied to a set delivery schedule
- Can provide opportunities for rewarding community partnerships with other organisations
- More appealing to younger patrons and those who do not want someone visiting their home
- A higher number of patrons can be reached and more materials delivered than by in-person delivery
- There is little or no expense for mileage, fuel, or transportation
- May be less vulnerable to budget cuts affecting staffing levels
- There is little or no safety risk to library staff or volunteers

CHALLENGES

- It does not meet the social needs of housebound patrons in the same way the in-person delivery model does
- The number of items sent with each shipment may be limited. Oversized books, library

⁷ Monley, Bruce. (2011) Vending Machines in Australian Libraries. *Australasian*

Public Libraries and Information Services 24.3 (Sep 2011): 133-138.

⁸ <http://ebookfriendly.com/digital-library-on-the-bucharest-metro-station-pictures/>

⁹ <http://librarybox.us> *Australasian Public Libraries and Information Services* 24.3 (Sep 2011): 133-138.



/LIBRARY BOX

equipment, and more fragile formats such as magazines may not hold up well during shipment

- Readers' advisory and materials selection is more challenging
- Some patrons might not be physically able to package material for mailing
- The library has less control over and ability to recover lost or unreturned material
- Additional certification of housebound status may be necessary, as library staff may never meet housebound patrons
- This outreach is not as visible in the community as in-person visits
- Postage, packaging, and marketing costs will be higher than those of in-person deliveries
- Outreach to group facilities, nursing homes, and senior centres is not as seamless as with in-person deliveries

Delivering materials by mail to housebound patrons can prove rewarding, in particular for those most remote from libraries and other services, and greatly extends the reach of library services to those who need it the most. Although library staff may never meet a housebound participant in person, a relationship is established, nonetheless. Staff members processing housebound orders may get to know patrons during the course of readers' advisory and selection activities and may spend a lot of time communicating by phone, email, or in writing with the person.

A postal service is at best only a supplementary service to that provided by either a branch or mobile. In very isolated or highly inaccessible situations, a postal service is essential and may be the only means of providing a library service. However, its benefits

are minimal compared with service delivery from either mobile or branch libraries. Disadvantages include the inability of users to browse, postal delays, cost of freight, loss and damage in transit, and lack of information provision. A cost-benefit schedule should be developed to provide a basis for comparison. The cost schedule would be similar to that of a branch library with less space required because of the absence of public access, but additional costs being included for freight charges including packaging.¹⁰

OUTBACK LETTERBOX LIBRARY (BROKEN HILL, NSW)

The Outback Letterbox Library (OLL) has operated for 37 years, in partnership with the State Library of New South Wales. It offers a public library service to the isolated residents of the remote far west of NSW. See the Case Study, page 50 in this report, for more information.

8. Homework Centres / After School Centre Libraries

A Homework Centre (located in a school or other organisational facility) is a safe place for school-age children/young people to come to, where they can use the resources of the library such as collections, computers, and staff assistance. It focuses its efforts on working with and assisting students – generally those in late primary or high school – with their various assignments. There is at least one adult on duty, usually with educational/tutoring skills. The tutors may be paid staff or they may be volunteers. A Homework Centre will more than likely be open

at least four nights a week during school terms, until 5:00 or 6:00 p.m. Currently, in NSW there do not appear to be any off-site homework help centres organised by public libraries.

9. Community Partnerships

The future success and expansion of outreach services is very dependent on partnerships, from both a financial and social point of view. It is far more cost-effective to collaborate on projects requiring council funding, than to compete. Likewise, partnerships with the commercial sector can provide funding and also an expanded audience. It is probably worthwhile for libraries to target those groups they most wish to reach, and identify potential partners.

By partnering with local organisations, libraries can demonstrate that they offer more than books. One of the goals of outreach is to expand the library's presence in the community, with the aim of serving people who do not normally come to the library. Community partnerships can be brief or enduring, informal or formal. Below are some examples of successful partnership programs.

MULTICULTURAL PROGRAMS

*Library programs offer opportunities for libraries to make connections with individuals and whole communities on a personal level. They also create ways to transcend the language requirements of normal library activities, such as searching for, selecting, and checking out library materials. Finally, they provide a means of introducing patrons to a library's offerings, and of creating connections among patrons.*¹¹

Outreach programs for CALD communities fall into the same three categories as other library programming: arts or cultural, educational and informational. Cultural programs are a way of celebrating the diversity of a library's patrons, engaging participation and promoting the library's services as a whole. Educational programs are intended to help patrons with learning the language of their adopted country. Partnerships with English as a Second Language providers and a range of carefully selected resources, can provide an invaluable service for CALD library users. English conversation classes and bilingual storytimes are popular educational offerings of libraries. Informational programs help newly arrived immigrants adjust to life in their new country. They



/RICHMOND TWEED REGIONAL LIBRARY'S MOBILE IS SPONSORED BY A LOCAL CREDIT UNION

can include lectures and workshops on such topics as immigration law, social services, real estate and citizenship.

A number of Sydney metropolitan libraries provide outreach services to their multicultural communities, primarily via visits and bulk loan deliveries to residential facilities and aged care centres, bilingual storytimes at local schools, donation of materials to refugee and detention centres, and presentations to cultural groups and organisations. Partnerships are critical to the success of these programs.

SENIORS

Programs for seniors can be delivered in many venues outside the library, in particular nursing homes, day care/Senior Citizens' centres and community colleges/U3A premises. For example:

- Library staff taking mobile devices to residents in care to assist them in the use of social media or email to send news to families
- Act as coordinator for an ABC Open¹² training day at the local nursing home

MEMORIES ON THE MOVE

This innovative outreach program from Tweed Library (see pages 59-60 in the Case Study section of this report) involves library staff visiting local retirement homes to present a program including short stories or poetry, taking along books and props to stimulate conversation around themes such as the wisdom of ages and domestic days.

CHILDREN AND YOUNG PEOPLE

For example:

- First Job Program, for high school students. The program runs at local schools or in conjunction with Chambers of Commerce
- Presentation to the local P&C about summer reading programs and library services
- Storytime sessions at the Children's Hospital or children's department of general hospital
- Storytime programs in parks and playgrounds
- Library staff could volunteer at school events (Parents' nights, fetes etc.) to help with the event in exchange for the opportunity to distribute

¹¹ Larsen, J et al. (2003) Cultural Diversity: How Public Libraries Can Service Diversity in the Community. Paper presented at ALIA 2004 Conference <http://conferences.alia.org.au/alia2004/pdfs/vlimmeren.t.paper.pdf> [accessed Feb 2014]

¹² ABC Open <https://open.abc.net.au/about>

library materials and to register people for library cards

- Set up a display about eResources and audiobooks next to the treadmills at the gym

MARGINALISED COMMUNITIES

For example:

- Outreach to local shelters for victims of family/ domestic violence
- Literacy/storytime programs conducted in local churches or parish halls
- Outreach to children living in caravan parks

EDMONTON PUBLIC LIBRARY (CANADA)

Edmonton Public Library's outreach¹³ is not limited to promoting traditional library services: they collaborate with the Greater Edmonton Library Association to provide materials to the inmates of the Edmonton Institute for Women, and facilitate book clubs at the Edmonton Young Offenders Centre.

FAMILIES

For example:

- A stand at the Farmers' Market to promote library collections and services
- Attend hospital birth education classes - promoting resources and services for new parents
- Leave a bag of (donated/discarded) books and library pamphlets etc with Council's Family Day Care coordinator for distribution
- Storytime in doctors' offices or hospital waiting rooms
- Hold storytime sessions for children at prisons while parents have visitations
- Baby packs with book and brochures for newborn babies (will usually require sponsorship)
- Library sausage sizzle at hardware stores
- Leave library brochures with local real estate agents for distribution to new home buyers



/INTER GENERATIONAL PROGRAMS

INTER GENERATIONAL PROGRAMS

Generally held at a nursing home or seniors' day care centre, this form of outreach is of value to both targeted groups. It can involve such things as young school children reading to seniors or high school students running one-on-one tutorials on the use of mobile technology or social media for example.

Other examples include:

- Using the local Scout group to deliver loans to nursing homes, and read aloud to residents
- Cemetery projects - involving students in genealogical research and presentation to seniors

Mobile and Outreach Solutions

This table describes different outreach solutions, providing examples and opportunities for development.

Solution	Examples	Where it works	Advantages	Disadvantages	Options for development
Mobile library truck	<ul style="list-style-type: none"> Richmond Tweed Regional Library Riverina Regional Library Port Stephens Library 	<ul style="list-style-type: none"> Areas where people have difficulty visiting library branch Country and regional areas with many villages/towns at a significant distance from each other 	<ul style="list-style-type: none"> Carries a reasonable level of stock Provides space for browsing, internet terminals and programming Visits become an event in the communities – opportunities for social interaction 	<ul style="list-style-type: none"> High capital and running costs Shortage of trained drivers with library skills Cannot travel easily on narrow country roads Work Health Safety concerns for drivers working alone 	<ul style="list-style-type: none"> Increase range of services offered included WiFi/technology and programs Deliver other government and community
Mobile library van	<ul style="list-style-type: none"> Wollondilly Library Gosford Library 	<ul style="list-style-type: none"> Areas where people have difficulty visiting library branch Urban fringe areas with growing developments and populations On narrow roads 	<ul style="list-style-type: none"> Can reach more locations than a large mobile vehicle, including home visits, community centres Opportunity for all library staff to drive van and provide mobile service 	<ul style="list-style-type: none"> Cannot carry as much stock as a large mobile vehicle Limited space for programs and activities 	<ul style="list-style-type: none"> Scope for development in association with other community facilities Scope to combine with other library outreach e.g. Pop-up library Use for home library services Delivery of other government and community services
Home library services	<ul style="list-style-type: none"> Many libraries throughout NSW run home library services, specific libraries included in this report are Camden, Gosford, Hawkesbury 	<ul style="list-style-type: none"> As part of a suite of library services Areas with significant ageing and/or housebound population Can be adapted for most types of library service – metropolitan, country, regional 	<ul style="list-style-type: none"> Well established and most common outreach service in NSW public libraries therefore resources, guidelines available Fulfills obligation under Library Act to provide free borrowing to those who cannot visit library 	<ul style="list-style-type: none"> Staff intensive and time consuming 	<ul style="list-style-type: none"> Lending of mobile devices e.g. Preloaded ereaders Intergenerational training in technology Podcasting or live streaming of library events Online bookclubs Community partnerships e.g. Meals on wheels

Solution	Examples	Where it works	Advantages	Disadvantages	Options for development
Commuter Services	<ul style="list-style-type: none"> • Blue Mountains Book Express at Katoomba and Springwood railway stations • Manly Library Afloat (no longer operating) – Manly wharf 	<ul style="list-style-type: none"> • Metropolitan areas or regional centres with significant commuter populations • As part of a suite of library services 	<ul style="list-style-type: none"> • Convenient for customers as delivered right where they need it 	<ul style="list-style-type: none"> • Ability to engage with commuters about library services is difficult 	<ul style="list-style-type: none"> • Sign up new members who might not visit library buildings • Opportunity to provide access to library ebooks, eaudio
Deposit stations	<p>Many libraries throughout NSW maintain deposit stations, specific libraries included in this report are Hawkesbury</p>	<ul style="list-style-type: none"> • Urban fringe areas • Country areas made up of small villages 	<ul style="list-style-type: none"> • Long opening hours if located with local business • Maintains a library presence in small towns at relatively low costs 	<ul style="list-style-type: none"> • Limited number of resources available • Lack of library qualified staff • Possible stock losses from unsupervised collections • Need to find willing and suitable partners • Minimal or no capacity for library programs • Needs effective management and support from central library service 	<ul style="list-style-type: none"> • Potential to schedule library programs • Potential to include eresources for loan
Pop-up libraries	<ul style="list-style-type: none"> • Camden • Warringah • Blue Mountains 	<ul style="list-style-type: none"> • Part of a suite of library services • Urban fringe areas with growing developments and populations 	<ul style="list-style-type: none"> • Flexibility to appear in different locations • Structure can be developed to suit library and community needs • Ability to reach non-users in non-library spaces • Library staff available • Can be fun and challenge traditional library stereotype • Provides a more complete (although temporary) library service than some of the other outreach options 	<ul style="list-style-type: none"> • May need to deal with different WHS issues depending on location 	<ul style="list-style-type: none"> • A range of programs and events can be included

Solution	Examples	Where it works	Advantages	Disadvantages	Options for development
Ideas Box	A type of Pop-up library, developed by Libraries Without Borders, that unfolds. Can contain media centre, laptops, books, satellite internet connection, TV and projector. Potential of Ideas Box model for isolated communities is being explored in Queensland and Western Australia	<ul style="list-style-type: none"> • Urban fringe areas with growing developments and populations • Remote areas with limited internet access 	<ul style="list-style-type: none"> • As with Pop-up libraries above • Based on a pre-existing, tested model 	<ul style="list-style-type: none"> • May need to deal with different WHS issues depending on location 	<ul style="list-style-type: none"> • A range of programs and events can be included
Express libraries	<ul style="list-style-type: none"> • City of Sydney Library Express at Town Hall House and Pymont Community Centre 	<ul style="list-style-type: none"> • Metropolitan areas or regional centres with significant commuter populations • As part of a suite of library services 	<ul style="list-style-type: none"> • Library presence at low cost (not staffed) 	<ul style="list-style-type: none"> • Library staff not available onsite • Limited or no capacity for library programs • Need regular re-stocking and pick up of returned items 	<ul style="list-style-type: none"> • Could provide WiFi hubs managed by libraries in strategic locations
Vending machine libraries	Currently in NSW there do not appear to be any vending machine libraries maintained by public libraries.	<ul style="list-style-type: none"> • Metropolitan areas or regional centres with significant commuter populations • As part of a suite of library services 	<ul style="list-style-type: none"> • Library (if just for borrowing resources) presence at low cost • 24/7 access 	<ul style="list-style-type: none"> • Generally not good for handling returns • Library staff not available onsite • No capacity for library programs 	<ul style="list-style-type: none"> • Could include loans of other items such as laptops, preloaded ereaders and recreational equipment • Could include telephone or video connection to library staff
Digital Pop-ups	Currently in NSW there do not appear to be any Digital Pop-ups maintained by public libraries.	<ul style="list-style-type: none"> • Metropolitan areas or regional centres with significant commuter populations • As part of a suite of library services 	<ul style="list-style-type: none"> • Library (if just for borrowing resources) presence at low cost • 24/7 access 	<ul style="list-style-type: none"> • Library staff not available onsite • No capacity for library programs 	<ul style="list-style-type: none"> • Could include telephone or video connection to library staff

Solution	Examples	Where it works	Advantages	Disadvantages	Options for development
By-mail delivery	<ul style="list-style-type: none"> • Broken Hill Outback Letterbox Library 	<ul style="list-style-type: none"> • Remote sparsely populated areas • Appealing for those who don't want someone visiting their home 	<ul style="list-style-type: none"> • Less staff time than in-person delivery • Appealing for those who don't want someone visiting their home 	<ul style="list-style-type: none"> • Does not meet the social needs of some housebound clients • Some items not suitable for postage • Library has limited ability to recover lost or late items • Not a visible community presence 	<ul style="list-style-type: none"> • Could include telephone or video connection to library staff
Homework centres	Currently in NSW there do not seem to be any off-site homework help centres organised by public libraries.	<ul style="list-style-type: none"> • As part of a suite of library services 	<ul style="list-style-type: none"> • Promote library resources to non-library users 	<ul style="list-style-type: none"> • Difficulty in finding suitable venue/partnership • Potentially inefficient use of staff resources 	<ul style="list-style-type: none"> • Option to partner with local community
Community partnerships	Most NSW public libraries are involved in community partnerships.	<ul style="list-style-type: none"> • As part of a suite of library services 	<ul style="list-style-type: none"> • Can be tailored to local community needs • Collaborations can be cost effective • Can reach non-library users • Can be episodic or ongoing 	<ul style="list-style-type: none"> • An audience may be developed and then program suspended • Differing needs of stakeholders 	<ul style="list-style-type: none"> • Options for partnership on programs, products and services are almost limitless

The above table is an expanded and adapted version of one found in *Mobile Libraries and Beyond: some solutions for public libraries*. An outcome from the Servicing Small Communities workshop sponsored by Public Libraries Victoria Network and the State Library of Victoria on 20 May 2009.

http://www.plvn.net.au/sites/default/files/mob_librariesbeyond_0.pdf

Case Studies: Summary

Site Selection

The consultants visited a number of libraries to see their mobile vehicles and outreach services in action. It was an opportunity to speak with outreach staff, library managers and mobile operators, and in some instances, customers of the service. The sites were chosen to be a representative cross section of NSW public library services. Brief summaries are provided below.

See page 48 for full case studies.

BROKEN HILL

Broken Hill operates from a single library building in a remote rural city. It also provides a mail delivery service to the most isolated library users in the State. With funding support from the State Library of NSW Broken Hill runs the Outback Letterbox Library, a postal delivery service to the isolated residents of the remote far west of NSW. There are 600 registered members. This delivery model is suited to remote sparsely populated areas.

CAMDEN

Camden operates two library buildings with two more planned at present. It is an outer urban growth area, using pop-up libraries to provide interim services and promote the library. Camden provides a home library service, nursing home bulk delivery, school visits, book club kits and a Pop-up library. It serves an estimated population of 63,248. This delivery model is suited to urban fringe areas with growing developments and populations.

GOSFORD

Gosford is a densely populated city with a large number of Sydney commuters. It provides library services through seven library buildings, a community library at Mooney Mooney, mobile library van, home library service and children's outreach. In the past Gosford offered a Book Express service to rail commuters. Gosford serves an estimated population of 170,752. This delivery model is suitable for metropolitan areas or regional hubs.

HAWKESBURY

Hawkesbury is a large outer metropolitan area, with many small settlements and several natural barriers (river and national park). Service is provided through two library buildings, a number of library deposit stations, home library service, nursing home bulk

delivery, seniors' group activity sessions and service to retirement villages. Hawkesbury has an estimated population of 65,114. This delivery model would be suitable for urban fringe areas.

MANLY

Manly is a northern Sydney suburb with one library building. Manly delivers services through a home library service, children's outreach and book club kits and in the past through Manly Library Afloat. Manly also has a public service outlet known as Balgowlah Seaforth Library which is run by volunteers. Manly has an estimated population of 44,232. This delivery model would be suitable for metropolitan areas with significant commuter populations.

RICHMOND TWEED REGIONAL LIBRARY

Richmond Tweed Regional Library (RTRL) is a large regional library service in the far north of the state. The service has 12 library buildings and uses their mobile service extensively to reach small rural communities and new growth urban areas. The mobile library vehicle visits sites in all four Council areas of the RTRL. Annually it travels in excess of 35,000 kilometres, and visits 23 stops. RTRL also offers home library services and programs such as Let's Read, Human Library, Library on the go and Memories on the move. RTRL covers 207,698 constituents of four local government areas. This model would be suitable for regional areas with many villages/towns at a significant distance from each other.

RIVERINA REGIONAL LIBRARY

Riverina Regional Library (RRL) is the largest regional library in NSW. Regional headquarters' staff provide outreach services to staff in the 17 branch libraries and operate two mobile libraries. RRL runs two mobile library vehicles and offers a range of outreach programs with a technology focus. RRL serves approximately 130,620 constituents of 13 local government areas. This model is suitable for regional areas with many villages/towns at a significant distance from each other.

SHOALHAVEN LIBRARY

Shoalhaven Library is to the south of Sydney, serving a large urban area (Nowra) and a number of smaller settlements. It has four library buildings. Shoalhaven offers services through a mobile library, home library service, bulk delivery to nursing homes, children's



/HAWKESBURY HISTORY WEEK WALKING TOUR



/SHOALHAVEN POPUP

outreach and lifelong learning activities. It has a population of 97,694. This model is suitable for a regional centre with a broad range of clients.

WOLLONDILLY

Wollondilly is an outer Sydney rural area. Outreach and mobile services are provided using two small vehicles which allow greater flexibility and ease of access than the previous truck and trailer.

Wollondilly has one library building. The new mobile library service consists of two custom-fitted vans, and has been on the road since November 2013, replacing a single larger vehicle. All library staff are rostered to drive the mobile vans. Wollondilly also provides a home library service, children's outreach and lifelong learning activities. Wollondilly has an estimated population of 46,295. This model is suitable for urban fringe areas with growing developments and populations.

Summary Opportunities and Challenges

Detailed challenges and opportunities for each library service are provided in the Case Studies section in Appendix 2.

OPPORTUNITIES

The case studies identified a range of opportunities that could be further developed for the improvement of outreach services. Staff discussed the increased use of new technologies to engage remotely with clients who cannot easily visit a branch library. Providing access to resources via tablets and ereaders was mentioned specifically, as was delivering online programs. Similarly using online training, streaming or podcasting were identified as an area to explore in the delivery of training to remote staff. The State Library was mentioned as a potential provider of this training. Most of the participants referred to partnerships as a key opportunity for the future. Community organisations, council, businesses and neighbouring libraries were listed as potential

partners or sponsors. Many libraries already provide a range of programs via mobile or Pop-up libraries but for those who don't, this was identified as an area of future expansion. Outdoor storytime, mobile device tutorials and eresource information sessions were mentioned.

CHALLENGES

The case studies identified a range of challenges in the delivery of outreach services. Many of these were in relation to inadequate or limited resources. These included: limited or inconsistent internet connectivity, lack of suitable venues to deliver programs, reduced budgets and staff shortages. The high cost of maintaining, running and replacing mobile vehicles was identified by many as a key challenge. This is especially the case for the larger mobile vehicles.

Population changes were mentioned by a number of the participants. These varied from increasing to declining and shifting populations but all impacted on the ability to plan for future needs and services. The difficulty of reaching potential clients and getting a clear understanding of their needs was mentioned in a few of the case studies.

The Home Library Service was identified as a challenge by a number of participants. The ageing population is leading to an increase in demand for the services and many already have waiting lists.

Measuring the value of services was referenced in a range of ways. Measuring the success of programs beyond quantitative data is difficult as the value of a service exists in more than just counting loans and visits. Mobile operators increase value through their relationships with clients, providing a connection that can be hard for people in remote communities.

Mobile Branch Guidelines

The following guidelines are based on Living Learning Libraries¹⁴. Additional information has been added to include scope statements, the mobile as a branch library, and mobile stops as mobile branch locations.

OBJECTIVE

To provide public library services and programs via a specially designed and equipped vehicle to those people who cannot reach a fixed or static branch library.

SCOPE

A mobile library - sometimes a division of a public library, using transport means to provide documents and services directly to users as an alternative to access on library premises [Item 2.1.8 ISO 2789:2013 (E)]

Activities outside the library premises - a mobile branch library may also be involved in delivering, or supporting, outreach services and programs [Item 3.3.2 - ISO 2789:2013 (E)]

Services and activities include:

- Lending services to the population to be served i.e. access to the library collections (mobile branch collections may be dedicated or sourced from the library service's greater collection)
- Technology access e.g. access to information, eMaterials, and the Internet via fixed or portable technology
- Photocopying, printing, saving to USB
- WiFi access
- Readers' advisory services
- Reference services
- Inter-library lending
- Programs e.g. children's story time or activities, homework help, adult programs
- Outreach services and support e.g. home library service, and institutional services such as nursing homes, and schools
- Elements of mobile maker spaces

MOBILE AS A BRANCH

Mobile library services are effectively moveable branch libraries, in that they generally offer the same suite of core services that are provided by a static branch. The availability of user space, the spread of opening hours at any given location, and the lack of access to amenities, are the major differences. There is also (in NSW) a difference between the qualifications required to run a static branch and those required for a mobile branch operator. In many

cases the appropriate driver's licence appears to take precedence over a library qualification (at least in the first instance).

MOBILE BRANCH LOCATIONS

An opportunity exists to redefine mobile stops as branch locations i.e. the mobile branch stop becomes a branch, when the mobile is in attendance. For example, when the Richmond-Tweed Mobile is on location in Nimbin, it becomes known as the Nimbin branch. This approach strengthens the connection between static branch and mobile services, both in a management and community sense. Current nomenclature and structure, albeit unintentionally, could be seen as defining mobile services as an add-on to static services, rather than part of the seamless whole.

GUIDELINES

1. Access is provided to a representative range of the library's services and collections within the mobile branch library, including access to library technology
2. The mobile branch library's schedule and opening hours are appropriate for customers and locations

SPECIFIC GUIDELINES

1. Mobile branch sites are chosen and reviewed according to criteria developed by the library service with reference to published guidelines¹⁵
2. The mobile branch library size and vehicle type is appropriate for the services and outreach programs delivered from it, and for the access constraints of the locations it services.
3. The mobile branch library is designed and configured for ease of access and satisfies relevant work health and safety requirements.
4. Mobile branch library staff are qualified in line with static branch staff, and with reference to *Staffing Standards S7 - Qualified staff members - minimum level; and S8 Staff members - special responsibility for targeted services*.¹⁶
5. Mobile branch library staff are appropriately licensed for the type of vehicle employed.
6. Mobile branch library staff are knowledgeable about the library's collections, services and procedures, and work health and safety requirements.
7. Sufficient staff are available to meet demand at high activity stops.

¹⁴ Living Learning Libraries: Standards and guidelines for NSW public libraries 5th Edition http://www.sl.nsw.gov.au/services/public_libraries/docs/living_learning_libraries2013.pdf [accessed Jan 2015]

¹⁵ For example, IFLA, Queensland

¹⁶ Living Learning Libraries: Standards and guidelines for NSW public libraries 5th Edition http://www.sl.nsw.gov.au/services/public_libraries/docs/living_learning_libraries2013.pdf [accessed Jan 2015]

8. Sufficient backup staff, qualified to drive the vehicle and qualified in library service delivery, are available to maintain continuity of service.
9. Mobile branch library staff participate in training and professional development programs.
10. Mobile branch library staff participate in service and program planning.
11. The mobile branch library vehicle is maintained and replaced according to a planned schedule.
12. Mobile branch library supports and participates in the delivery of special needs and other outreach services.
13. Mobile branch library services and programs are measured separately (from static branches and central library) against the population to be served i.e. number of individuals for whom the mobile branch library has been established to provide services and materials.

ISO USER DEFINITIONS

The following ISO definitions are provided to inform service scope and measurement¹⁷.

- **Population to be served:** the number of individuals for whom the library is set up to provide services and materials (for public libraries, this will normally be the population of the legal service area (authority) [...] e.g. LGA)
- **Active borrower:** registered user who has borrowed at least one item during the reporting period [This count underrates the number of active users, but for many libraries this is the only manageable measure]
- **Active user:** registered user who has visited or made use of library facilities or services during the reporting period [includes active borrowers, may include users of electronic services if possible to identify individual uses, or if data can be obtained by means of surveys]
- **Active user:** unregistered (active user not registered as a member). If a library can identify unregistered active users e.g. by surveys, these should be counted separately
- **External user:** user of the library who does not belong to that library's population to be served (may be a registered or unregistered user) e.g. non-resident workforce, tourists/visitors, those from other LGAs targeting specific services or activities (users of multiple library services)

OTHER RELEVANT ISO DEFINITIONS

- **Branch library:** part of a larger administrative unit providing, in separate quarters, a service for a particular user group (e.g. children) or for a locally defined clientele
- **Event:** pre-arranged activity with cultural, educational, social, political, scholarly, or other intent [These are only events arranged by the library on its own or in partnership – inside or outside the premises. Events organised inside the library by other organisations are excluded. Virtual events are also excluded]
- **Performance indicator:** numerical, symbolic, or verbal expression derived from library statistics and data used to characterize the performance of a library
- **Target population:** groups of actual and potential users appropriate to an individual library as the object of a specific service or as the primary users of specific materials
- **Target population with special needs:** part of a library's population to be served with needs that require special library services [special needs can be caused by physical and health impairment, economic disadvantage e.g. long term unemployment, cultural difference, educational background, or other circumstances that require special library services. Those without additional needs are not included. A library may have more than one target population with special needs; and an individual may belong to more than one such target population]

Outreach Guidelines

OBJECTIVE

To provide a public library service, event or program outside the library premises

SCOPE

Activities outside the library premises [Item 3.3.2 - ISO 2789:2013 (E)]

Includes:

- Services offered by the library over the Internet e.g. via the library website
- Online and interactive user communications e.g. blogs, wikis, podcasts, including the options for social tagging, sharing and bookmarking
- Social networking i.e. specific use or membership of social networks to present and promote services and programs; and to interact and engage with customers e.g. Twitter, Facebook and Pinterest
- Services delivered via mobile devices and applications e.g. a mobile version of the library website or a local history walking tour App
- Physical services provided outside the library premises to particular groups of users (target groups) e.g. Pop-up lending and readers' advisory services
- Special needs services e.g. home library services; services to gaols.

GUIDELINES

1. Access is provided to a range of quality library services, resources, programs and events outside the library premises
2. Access is provided for active users (registered and unregistered), external users and specific target groups from within the population to be served

SPECIFIC GUIDELINES

1. Outreach services and programs have clearly defined and measurable goals and outcomes; and are aligned with the relevant ISO performance measures and definitions
2. Outreach sites e.g. for Pop-up type service and programming points are chosen and reviewed according to criteria developed by the library service; workplace risk management standards and guidelines e.g. Work Health and Safety standards; and relevant access and disability standards

3. Outreach support resources are designed and configured for ease of transport, access (staff and community), set up and pull down and to satisfy applicable Australian standards, and Work Health and Safety requirements
4. The relevant population to be served (e.g. general population of area as well as target populations with special needs) is defined for the purpose of performance measurement, marketing and strategic planning
5. The outreach population(s) to be served is periodically consulted on service quality, satisfaction and the impact of these services
6. Outreach staff are knowledgeable about the library's collections, services and procedures, and Work Health and Safety requirements
7. 'Lesson' planning is undertaken for all relevant outreach 'learning' programming and events
8. Outreach staff as drivers e.g. home library service or outreach services vehicles are appropriately licensed for the vehicle employed
9. Outreach staff participate in training and professional development programs
10. Online (electronic and virtual services) outreach services that are appropriate to the population to be served, are interactive, measurable (quality, quantity, impact), and meet appropriate accessibility standards
11. Outreach partnerships (or sponsorships) are formalised, documented, agreed and reviewed annually or as circumstances require

ISO USER DEFINITIONS

The following ISO definitions are provided to inform service scope and measurement¹⁸.

- **Population to be served:** the number of individuals for whom the library is set up to provide services and materials (for public libraries, this will normally be the population of the legal service area (authority) [...] e.g. LGA)
- **Active borrower:** registered user who has borrowed at least one item during the reporting period [This count underrates the number of active users, but for many libraries this is the only manageable measure]
- **Active user:** registered user who has visited or made use of library facilities or services during the reporting period [includes active borrowers, may include users of electronic services if

possible to identify individual uses, or if data can be obtained by means of surveys]

- **Active user** – unregistered (active user not registered as a member). If a library identifies non-registered active users e.g. by surveys, these should be counted separately
- **External user** – user of the library who does not belong to that library’s population to be served (may be a registered or unregistered user) e.g. non-resident workforce, tourists / visitors, those from other LGAs targeting specific services or activities (users of multiple library services)

OTHER RELEVANT ISO DEFINITIONS¹⁹

- **Accessibility:** ease of reaching and using a service or facility
- **Electronic service:** library service delivered via electronic means, whether from local servers or provided via networks
- **Evaluation:** process of estimating the effectiveness, efficiency, utility, and relevance of a service or facility
- **Event:** pre-arranged activity with cultural, educational, social, political, scholarly, or other intent.

Notes:

- 1) Only events arranged by the library on its own or in partnership – inside or outside the premises. Events organised inside the library by other organisations are excluded.
- 2) Ongoing programs are included. Each session of a program is counted as one event.
- 3) Virtual events are also included

- **External service point:** point away from library premises at which a certain service is regularly offered to users [e.g. deposit stations, eService points (not a computer connection point) – excludes mobile libraries and their stops].

Note: This could also include Pop-up libraries that appear regularly at a given point e.g. beach library

- **Partnership:** ongoing, formalised cooperation between a library and one or more other organisations, including other libraries, usually concerning particular services or activities
- **Performance:** effectiveness of the provision of services by the library and the efficiency of the allocation and use of resources in providing services
- **Performance indicator:** numerical, symbolic, or verbal expression derived from library statistics

and data used to characterise the performance of a library

- **Quality:** degree to which a set of inherent characteristics fulfills requirements
- **Registered user:** person or organisation registered with a library in order to use its collection and/or services within or away from the library
- **Staff training:** formal pre-planned training which can be held in-house or externally, and delivered by library staff or external experts
- **Target population with special needs:** part of a library’s population to be served with needs that require special library services [special needs can be caused by physical and health impairment, economic disadvantage e.g. long term unemployment, cultural difference, educational background, or other circumstances that require special library services. Those without additional needs are not included. A library may have more than one target population with special needs; and an individual may belong to more than one such target population]
- **Virtual visit:** one continuous cycle of user activity on the library website by users from outside the library’s IP address space (usually from outside the library premises), regardless of the number of pages or elements viewed.

Performance Indicators

Measurement formulas and examples are available from the *International Standard ISO 11620:2014 (E) Information and documentation – Library performance indicators*²⁰

The following performance measures, objectives, definitions and relevance statements are provided as an example. Application of these measures will be to the operation of the mobile or outreach service as distinct from the library service as a whole.

1. Hours open compared to demand ISO 11620:2014 (E) B.1.3.3

OBJECTIVE

To assess to what degree the opening hours of a library correspond to users' needs

DEFINITION

The actual number of a library's opening hours compared to the number of hours needed by users. Opening hours in the sense of this indicator are the hours in a normal week that the main physical services of the library are available to users e.g. loan services

RELEVANCE TO

Mobile branch or semi-permanent (outreach) Pop-up service i.e. opening hours per mobile stop or Pop-up location

2. Percentage of external users ISO 11620:2014 (E) B.2.2.2

OBJECTIVE

To assess the percentage of library users who do not belong to the library's population to be served (e.g. LGA) and thus, the library's importance to learning and culture in the region and its impact and attraction outside its service area

DEFINITION

The percentage of external users out of all library users. In the sense of this indicator an external user is defined as an external active borrower, a registered external user who has borrowed at least one item during the reporting period. For public libraries, this will normally be the population outside the legal service area (authority) i.e. LGA

RELEVANCE TO

Outreach and mobile branch users (e.g. for assessing use by non-LGA residents) - this would inform discussion, planning, and regional projects etc.

regarding cross LGA use by neighbouring Council residents

3. User attendances at library events per capita ISO 11620:2014 (E) B.2.2.4

OBJECTIVE

To estimate the attraction of library events for the library's population to be served

DEFINITION

The total number of attendances at the library's events (mobile and outreach events) during a full year per 1000 members of the population. Events, in the sense of this indicator, include events with literary, cultural, or educational intent, e.g. author visits, reading groups, literary discussions, workshops etc.

RELEVANCE TO

Outreach i.e. externally held or delivered events. This may also be relevant for some mobile services that hold events or programs

4. Number of user attendances at training lessons per capita ISO 11620:2014 (E) B.2.2.5

OBJECTIVE

To assess the success of the library in reaching its users through the provision of training (lifelong learning opportunities, IT, literacy etc)

DEFINITION

The number of user attendances at training lessons during a specified time period per 1000 of the population to be served.

User training is defined as a training program established by the library with a specific lesson plan, which aims at specific learning outcomes for the use of the library and other information and technology services. User training can include, for example, tours of the library (orientation / induction sessions), technology training, or be a web-based service for users.

RELEVANCE TO

Outreach programming. This may also be relevant for some mobile services that offer training / educational type programs e.g. lifelong learning type sessions / programs could be described as training lessons e.g. how to use technology

5. Percentage of the target population reached ISO 11620:2014 (E) B.2.4.1

OBJECTIVE

To assess the success of the library in reaching a target population

DEFINITION

The percentage of the target population using library services. A user can, for the purpose of this indicator, be an individual or a corporate body (an organisation, institution, or company)

RELEVANCE

This measure is relevant to both mobile branch and outreach service measurement and would be based on the service's population to be served

6. User satisfaction ISO 11620:2014 (E) B.2.4.2

OBJECTIVE

To assess the degree to which users are satisfied with the library services (mobile and outreach services) as a whole or with different services of the library. This indicator can be used for measuring users' perceptions of any public services of a library e.g.

- Opening hours
- Study facilities
- Availability of documents e.g. books
- Inter-library lending / loans
- Enquiry and reference services
- User training
- Attitudes of library staff
- Library service as a whole
- Different aspects of individual services can also be assessed within the same survey

DEFINITION

The average rating by users of the library services as a whole or of different services of the library, using a defined numeric scale, either:

- A four-point scale, from 1 to 4 with 1 as the lowest value;
- A five-point scale, from 1 to 5 with 1 as the lowest value; or
- A seven-point scale, from 1 to 7 with 1 as the lowest value.

RELEVANCE TO

Mobile branch and outreach services and programs

7. Willingness to return ISO 11620:2014 (E) B.2.4.3

OBJECTIVE

To assess the effectiveness of a given service or a given transaction e.g. readers advisory service, by the user's willingness to return or use again

- Note: original ISO B.2.4.3 objective refers only to reference transactions, including virtual reference services – this objective has been broadened to accommodate a wider range of activities

DEFINITION

The percentage of reference transactions after which users state that they are willing to return to the reference desk or to the virtual reference desk with another question

- Note 1: Reference questions can regard facts, documents, or advice on sources for the user's subject
- Note 2: The definition excludes informational questions (directional and administrative enquiries)
- Note 3: Virtual reference questions can be delivered by email or web forms
- Scope note: The performance indicator is applicable for traditional face-to-face reference and for virtual reference.

RELEVANCE TO

Mobile branch and Outreach services - both service types may offer reference services e.g. in the case of mobile libraries, direct face-to-face reference services; in the case of outreach these services may be delivered virtually. Willingness to return as a measure could in fact be applied or adapted for general use e.g. willingness to return to or use a mobile branch or any given outreach service

8. Cost per user ISO 11620:2014 B.3.4.1

OBJECTIVE

To assess the cost of the library's service related to the number of users

DEFINITION

The total recurrent operating expenditure of the library in a full financial year divided by the number of users. The total recurrent expenditure is the sum of expenditures for:

- a) Acquisitions
- b) Staff and staff training
- c) All other purposes: operations and maintenance of computers and network, software licences etc.

For the purpose of this indicator a user is a person who has visited the library or used the services or facilities of the library in other ways during the last year. Where lending is the principle activity, the number of users with registered loans can be used as an estimate of the number of users in the target population.

EXPLANATORY NOTE

Measurement definition and formula B.3.4.1.4 a) is the most relevant measurement for Outreach type services, and uses a random sampling method from the population to be served (in this case, Outreach service users) to establish cost per user.

RELEVANCE TO

Mobile branch and outreach services and programs population to be served cost per user

**9. Cost per library visit ISO 11620:2014 (E)
B.3.4.2****OBJECTIVE**

To assess the cost of the library's service [e.g. outreach service] related to the number of library visits (Note: this could also be used for attendance at events etc.)

DEFINITION

The total recurrent expenditure of the library in a full financial year, divided by the number of visits (including virtual visits) to the library. The total recurrent expenditure is the sum of expenditures for:

- a) Acquisitions
- b) Staff and staff training
- c) All other purposes: operations and maintenance of computers and network, software licenses etc.

EXPLANATORY NOTE

Capital expenditure is excluded e.g. new buildings, extensions, refurbishments, computer systems etc.)

This performance indicator (formula) can be used to measure cost per library visit for the population to

be served as a whole or may be modified / adapted to measure defined segments e.g. those using a mobile branch, or a specific outreach services, such as home library, pop-up service and program delivery points, or outreach services collectively.

RELEVANCE TO

Mobile branch and outreach service - the indicator can be used for comparison between libraries with the same mission, provided the counting of visits and the calculation of expenditure is done in the same way. For the purpose of this indicator, a user is a person (individual) entering or leaving the library premises (only count entry or exit, not both).

It may also be used for measuring virtual visits i.e. one continuous cycle of user activities on the library website by users outside the library's IP address space (usually from outside the library premises), regardless of the number of pages or elements viewed. (Library online services accessed outside the Library IP address space are considered Outreach).

Impact Measurement

The economic value of public library services is already quite well documented. Publications regarding the economic value of libraries are primarily aimed at providing an argument for the continued funding of public libraries. Determining the economic value generated by each dollar spent on library funding, while providing a quantitative impact of investment and the generated value, does not provide much in the way of qualitative data regarding personal and community impact and value e.g. societal, educational and cultural.

ISO 16439:2014 (E)²¹ provides clearly defined methods and procedures for assessing the impact of libraries.

RESOURCES

1. ISO 11620 Information and documentation – Library performance indicators, 2014 (E)
2. ISO 2789 Information and documentation – International library statistics, 2013 (E)
3. ISO 16439 Information and documentation – Methods and procedures for assessing the impact of libraries, 2014 (E)
4. Living Learning Libraries: standards and guidelines for NSW public libraries, 2014 [http://www.sl.nsw.gov.au/services/public_libraries/living_learning_libraries/]
5. Beyond a Quality Service: Strengthening the Social Fabric. Standards and Guidelines for Australian Public Libraries, 2nd ed. 2012 [There is a reference to outreach service under Library Management and Operations in this document, however this service type has not been expanded upon]
6. People places: A guide for public library buildings in New South Wales (3rd edition, Sydney: Library Council of New South Wales, 2012) is an important planning tool for New South Wales public libraries. This publication, endorsed by the Library Council of New South Wales, contains practical advice and tools to assist in the planning of public library buildings to meet the needs of your community. [http://www.sl.nsw.gov.au/services/public_libraries/library_buildings_and_spaces/index.html]
7. Non-resident workforce information - This information may be available in the Council's Social or Integrated Plan, Profile id, strategy documents from the Council Environmental Planning Unit, the NSW Department of Planning or the Australian Bureau of Statistics. (p.8 People Places 3rd edition 2012)

Statistical Measures

ISO 2789:2013 (E) Information and documentation – International library statistics²²

These standards have been chosen to ensure conformity between libraries for those statistical measures that are frequently used and reported by library managers; and to encourage good practice in the use of statistics for the management of library and information services.²³

1. Users [6.2.2]

DEFINITION

Recipients of library services

- Number of registered users (at the end of the reporting period) Note: This may vary depending on an individual library's practices regarding deletion or archiving of borrowers. It is recommended that libraries delete or archive non-active users after 3 years of inactivity
- Number of those newly registered (during the reporting period)
- Number of active borrowers (borrowers who have carried out one or more transactions within the past 24 months)
- Number of active users (persons who have used the library for purposes other than transactions once or more in the past 24 months). Note - this may not be possible for some libraries to measure.

OBJECTIVE

The active users' measure is intended to identify persons making use of the library service for purposes other than borrowing items. This recognises that the service is regularly used by persons who are not being identified by their interaction with the transactional side of the library service e.g. borrowing. A combined count of active borrowers and active users can provide a good indicator of the percentage of a population to be served that is actively using the library service - this is different to the annual foot traffic count.

Note: The count of active users can be established either by a direct count at the entry or exit, by a population sample survey or by a sample of users. So if 10% of people in a sample claim to use the library for other than transactions within the past 24 months that number can be multiplied to get a final figure for the reporting period.

RELEVANCE TO

Mobile branch and to specific outreach services e.g. home library service, Pop-ups

2. Reference questions [6.2.5.1]

DEFINITION

Information consultations in which library staff recommend, interpret, evaluate, and/or use information resources to help others to meet particular information needs.

OBJECTIVE

To quantify the number of reference enquiries i.e. by counting the number of reference questions, the annual total can be established using a sample count. The sample should be taken in one or more normal weeks and grossed up.

Reference questions may include:

- Retrieving specific documents;
- Advice on sources or reading for a specific subject/topic;
- Requests for special facts, data, etc., provided by the librarian;
- Advice on software that the library offers to users (e.g. bibliographic tools);
- Value-added information service.

RELEVANCE TO

Mobile branch and to specific outreach services e.g. Home Library Service, Pop-ups

3. Informational questions [6.2.5.2]

DEFINITION

Informational questions, are not considered reference questions and would include general directional and administrative type questions, for example:

- Directional questions, including questions for locating staff or facilities;
- Administrative questions, e.g. regarding opening times and registration procedures or about handling equipment such as printers or public computers.

OBJECTIVE

To count the number of directional and/or administrative questions by sample i.e. the annual total can be established from a sample count. The sample should be taken in one or more normal weeks and grossed up.

²² International Standard ISO 2789:2013 (E) Information and documentation – International library statistics © ISO 2013 – All rights reserved

²³ ISO 2789:2013 – section 1 Scope, page 1

RELEVANCE TO

Mobile branch and to specific outreach services e.g. Home Library Service

4. Number of Virtual Visits [6.2.13]

DEFINITION

One continuous cycle of user activities on the library website by users from outside the library's IP address space (usually from outside the library premises), regardless of the number of pages or elements viewed.

OBJECTIVE

Establish usage / visitation to the library website (and the online services it provides or links to). This is measured by counting the number of virtual visits on the library website, regardless of the number of pages or elements viewed during the reporting period.

RELEVANCE TO

Outreach services i.e. where virtual services are defined as outreach e.g. online services for remote users such as YouTube videos of storytime (Wodonga, Victoria), podcasts etc

5. Services for mobile devices offered by the library [6.2.14.1]

DEFINITION

Also called mobile apps, these Internet applications run on smartphones and other mobile devices.

OBJECTIVE

To count the number of services formatted for mobile use that the library offers at the end of the reporting period – by counting both the services that have been adapted from existing library services and those that have been developed directly for mobile use.

RELEVANCE TO

Outreach services i.e. where virtual services are defined as outreach e.g. a library local studies walking tour, via a mobile version of the library's website or as an APP.

6. Usage counts [6.2.14.2]

OBJECTIVE

To quantify the use of mobile device based library services e.g. mobile website, library apps etc. by counting the number of accesses to library services via mobile devices as a subset of all usage of the services.

7. Library hosted interactive services [6.2.15.1.1]

To be used in conjunction with the Number of Virtual Visits [6.2.13]

OBJECTIVE

To quantify the number of interactive (virtual / online) library services. Count the number of interactive services (blogs, wikis, podcasts etc.) hosted by the library for the public as well as internal use.

8. Social network services [6.2.15.1.2]

OBJECTIVE

To quantify the number of social networking services used by the library. Count the number of social network services in which the library is using an account or has registered as a member.

RELEVANT TO

Interactive (online or virtual) services are primarily relevant to outreach services and programs

Strategic Alignment and Performance Measurement

Research and consultation regarding NSW mobile library and outreach services and programs has shed light on the growing importance of collecting and reporting evidence-based performance and impact data using an agreed and common set of definitions, measures and methodologies. The measurement continuum needs to include collective reporting on outcome and impact data at both a local and a state level. The utilisation of a common and ISO-based platform is recommended; using clearly defined evidence-based measures. This type of data collection would add value to the existing evidence-based standards and guidelines and supply more accurate comparative data; in short it would ensure all libraries measure in the same way and to the same set of definitions (the current guidelines are broadly open to interpretation, and therefore their efficacy and accuracy is open to challenge).

WHY IS THIS IMPORTANT?

It provides a more accurate way of measuring and adds value to the traditionally collected service input, process and output data.

It will:

- Enable more accurate comparison
- Enable alignment to goals and outcomes (local and state)
- Focus on a shared approach to measuring the impact of library services, programs and activities
- Focus on determining the value derived by library users from services, programs and activities

OPPORTUNITY: STATEWIDE DATA COLLECTION AND REPORTING

An opportunity exists for the aggregation of collected data under key outcome areas (many of which are delivered, or contributed to, by mobile and outreach services and programs). Consideration could be given to migrating current NSW public library performance reporting to fit ISO standards, especially the application of ISO definitions, which may improve the accuracy and contestability of data collected. The most important challenge arising from the adoption of new performance measures and standards would be the impact on the historic time series data. For example, in the collection of loan data ISO stipulates that renewals are not counted as a loan, but may be counted separately. Both sets of data would, when combined, still allow time series comparison.

Importantly, the recognition and inclusion of public library outreach services in public library vision statements, strategic plans and reporting is recommended as a practical outcome of this project.

IMPACT AND VALUE REPORTING (ECONOMIC, CULTURAL, SOCIAL, EDUCATIONAL)

The economic value of public library services is already well documented. Publications regarding the economic value of libraries are primarily aimed at providing an argument for the continued funding of public libraries. Determining the economic value generated by each dollar spent on library funding, while both providing a quantitative impact of investment and the generated value, does not provide much in the way of qualitative data regarding personal and community impacts and value e.g. societal, educational and cultural.

Given the ongoing pressure on libraries to 'justify their continued existence' or 'prove their worth', it is more important than ever for public libraries at both a local level, and collectively at a state level, to gather and report on the impact that public library services and programs have on their communities, and wherever possible the value derived from these services and programs – whether for the individual, families or specific target groups. Public libraries need to understand how to interpret and report on the collected data i.e. extrapolating qualitative data from quantitative measures, supported by impact studies, preferably using a common set of methodologies and questions for time series and trend data.

In broad terms public libraries need to answer the following questions, using a shared and evidence based methodology:

- Are we making a difference? (Realised benefits as perceived by the user and indicated by our measures)
- How do we measure when we are making a difference? (The impact of our service, program etc.)
- To whom are we trying to make a difference?
- What are we contributing? e.g. to our patrons, our community, our Council etc.

This measurement could include how the public library contributes to:

- Economic benefit (user perceptions / impact study)
- Community and personal health and wellbeing
- Community and personal learning (lifelong learning opportunities)
- Community engagement (measuring levels of engagement).

SERVICES STUDY

Appendixes

A Short History of Mobile Libraries in NSW

THE LIBRARY ACT 1939

Throughout the 1930s, discussions were taking place in many towns across NSW regarding the best way to deliver public library services subsequent to the introduction and adoption of the Library Act 1939 and its State Government subsidy funding. Residents were asked to support proposals for the building of libraries, and the question of how best to serve everyone frequently arose.

We envisage a comprehensive library service, serving from a central library in Cessnock, every town, village and country district within the shire boundaries. The service will be maintained by means of branches and a mobile library in the form of what the Americans call a 'book-mobile,' that is a truck - a library truck, fitted up as a travelling library and visiting at regular intervals, weekly, every town, village and country district....

The bringing home to every member of the community the fact that a free library service is an essential part of the life of any intelligent progressive community.¹

Bookmobiles were already a commonplace sight in the United States and England through the 1920s and 1930s, and in parts of NSW local Mechanics' and Literary Institutes offered a mobile book delivery service, by subscription. In December 1938, the President of the Dubbo Mechanics' Institute addressed the library committee:

The mobile library was in vogue in many of the suburbs, and even operated in Dubbo, where the books were brought around on a motorcycle and sidecar.²

The involvement of Australia in World War II put a hold on the introduction of free public library services, and it was not until the late 1940s that real growth began, both in the building of public library branches and the use of bookmobiles. In 1945 Mr J W Metcalfe, Principal Librarian of the Public Library of NSW - later to become the State Library - addressed the NSW Shires' Association Conference; *Developments here will bring the bookmobile, the library on wheels, just as they have brought it to New Zealand.³* By the end of the war public library services were being developed across NSW, in newly constructed or refurbished buildings.

The first year of peace finds the public libraries of Australia progressing with seven-league boots. There are 18 of them in New South Wales alone, providing for a population of 300,000, with 31 covering another 600,000 being made ready.⁴

THE RISE OF THE BOOKMOBILE

NSW's first public library bookmobile began service in Ku-ring-gai (on Sydney's upper North Shore) in 1947. The Ku-ring-gai Bookmobile was commissioned on 30th September, commenced its rounds on 9th October and made its first loans in East Roseville the next day. It serviced St Ives, North Turramurra, West Pymble, East Wahroonga and East Lindfield areas. The bookmobile was converted from an RAAF mobile workshop, which was bought from the Disposal Commission. It had been used in the war in New Guinea. Even though it was not designed as a bookmobile it served its purpose well with an initial book stock of 2,400 volumes, comprising 1,200 adult books and 1,200 children's books. Nine hundred borrowers were registered and served by the bookmobile. In June 1954 this original bookmobile service ceased and a new vehicle commenced duty in November 1957. An (unattributed and undated) clipping⁵, possibly from the early 1950s, gives us a glimpse of the value of the mobile library in the outlying suburbs of Sydney.

Books are brought to the people ... where the people can't go to the books ... Ku-ring-gai is equipped with a council-controlled public library, but the majority of housewives and children in the outlying districts say they haven't time to travel to get books.



/KU-RING-GAI MOBILE LIBRARY

¹Free Library Movement (1938, February 22). The Cessnock Eagle and South Maitland Recorder; p. 2

²Free Library Movement (1938, December 22). The Dubbo Liberal and Macquarie Advocate; p. 4

³Plea for more rural library services (1945, June 15). The Farmer and Settler; p. 3

⁴A Richmond Tweed Library Service (1946, September 11). Northern Star; p. 4

⁵From Ku-ring-gai Library's local studies clipping file. Newspaper report is unattributed and undated.



/WOLLONGONG'S FIRST BOOKMOBILE, 1950

Also in 1947, Wollongong Council agreed to extend their public library service to include a bookmobile.

*A Bookmobile stationed at Bulli he thought could call twice a week at all places – Thirroul, Austinmer, Coledale, Wombarra, Clifton, Scarborough, Coalcliff, Stanwell Park, Otford, Helensburgh, Corrimal, Balgownie and Mt. Keira twice weekly. This would entail travelling 120 miles per week. The cost of this service he estimated at £1,764, this excluding salaries. The vehicle would cost £1000 with £450 for books and £314 running costs.*⁶

Wollongong Council approached the Joint Coal Board for funding for the mobile, and received £5000 pounds in early 1948. This was an early (and very successful) example of a library/business partnership of mutual benefit. As most of the stops for the proposed mobile service were the small mining villages along the Illawarra Escarpment, the Coal Board saw the mobile library as providing a vital service to miners and their families.

Across NSW local authorities were adopting the Library Act and considering how best to provide library services to their communities. Public meetings (conferences) were held in various locations with representatives of the Library Board.

*The Regional Library Conference to be held at Young will be the second of its kind in Australia, the first having taken place at Griffith in May of this year [1947]. Representatives of most neighbouring Councils and Public Libraries are expected to attend, in addition to members of the Library Board and notable people: in the library movement. One of the problems which the conference will doubtless consider will be the provision of library service in sparsely populated areas. It has been suggested that the most satisfactory method may be the use of a 'bookmobile' or bibliobus to take books to borrowers direct but cost appears to be prohibitive on present library income.*⁷

By 1948, 76 Councils had adopted the Act and 58 libraries were in operation. More public meetings were held in regional NSW, and the push was on for all Councils to adopt the Act, preferably in a regional, cooperative arrangement. At the Lismore Regional Library Conference⁸ in 1948 representatives spoke about the regional library plan proposed for the Riverina area, comprising 36 local authorities with a central library in Wagga Wagga. A similar regional system was suggested for the Northern Rivers area,

where static library facilities would be supplemented with mobile library services. There was also a stern warning from J W Metcalfe that Australia was in danger of falling behind the rest of the world if we were not to develop a substantial library movement.

Lismore has excellent bus services which could be used to bring full library facilities to country people from a central depot. It could even be daily distribution. Mr Remington [Deputy Chair of the NSW Library Board] said councils should realise they were elected to spend money—not to save it. However, he said, they should spend their money wisely. 'One of the wisest ways of all is to put the money into libraries. These are just as important as new roads and footpaths.' He added that good roads and bridges would not count for much if knowledge and enlightenment was not available to the public. Mr John Metcalfe Principal Librarian of the New South Wales Public Library said many backward parts of the world were steadily overhauling Australia. 'By improving their standard of education, they are improving their standards of living to a point where they are catching us,' he stated. British migrants coming to Australia were astounded that public libraries, which had been operating in Britain for more than 30 years, were still new here. He said it was idle to say that people should be given what they wanted. Mostly they did not know just what it was they wanted.

In 1949 Jean Arnot (State Library of NSW), fresh from a study tour of the United Kingdom and North America, stated that no-one should be more than a mile from a library. However, she went on to explain that as there were not enough books available to establish libraries so close to one another in NSW that the answer was to make the libraries themselves mobile. But not just as trucks carrying books – Miss Arnot wanted to see libraries in railway carriages and even planes in the north and west of the state.⁹

In April 1949 the Wollongong bookmobile hit the road, and it was not long before its popularity was obvious from the statistics!

*The City Librarian, Mr D W Murray, in a report to the meeting stated that the bookmobile is now issuing 160 books a day, while the present mileage is between 175 to 200 miles a week (more than five books for each average mile it covers weekly).*¹⁰

Not to be deterred by the vast distances it would need to cover, Broken Hill Council was also considering a bookmobile for remote areas, and what a bookmobile!

⁶ Extension of free public library service (1947, December 4). South Coast Times and Wollongong Argus: p. 1

⁷ Bookmobile proposal (1947, August 4). Cootamundra Herald: p. 2

⁸ Lismore logical centre for regional library (1948, November 12). The Northern Star: p. 4

⁹ Train, plane book-mobiles planned for NSW (1949, March 1). Sydney Morning Herald: p. 7

¹⁰ Bookmobile in action (1949, April 14). South Coast Times and Wollongong Argus: p. 1

*The council visualises a travelling library - a 'bookmobile' - a vehicle tough enough to withstand the roads of the outback and big enough to convey, besides books, a 16mm projector, a piano, a string quartet perhaps, to say nothing of an exhibition of paintings, or, eventually, the properties and players of a mobile theatre. This is not mere fantasy: all of the individual elements of this project have been tried out at someplace or time and found workable.*¹¹

1949 also saw Ku-ring-gai's bookmobile feature in a short newsreel, Australian Diary 23, (available from the National Film and Sound Archives on YouTube).¹²

During the 1950s a number of bookmobiles began operating in both regional NSW and the rapidly developing outlying metropolitan areas of Sydney. Lake Macquarie's bookmobile (the first in Northern NSW) began in November 1950, driving 200 miles per week.

*Miss Miller said the bookmobile, a large vehicle with a five-ton chassis, to carry 2000 books, could be likened to a large bus. Borrowers would walk inside to take books from the shelves as they would in an ordinary library. Routes for the bookmobile, which will be driven by Mr John Stephenson, have been planned to enable the library to visit once a week at centres having a population of 100 or more, and twice a week at those with between 1000 and 3000.*¹³

By the mid 1950s the large custom-built bookmobile began to appear.

*The largest mobile library in Australia will start operating in Randwick Municipality next Saturday. Called a bookmobile it consists of a Bedford prime mover, and a 35ft long trailer, cost of which was £5,000. The trailer will carry more than 4,000 books for adults and children. Designer, Mr R. Hambly, said yesterday he believed it was the largest bookmobile in the world. Chairman of Randwick Council library committee, Alderman J. W. Bruce, said the mobile library's schedule was worked out so that no-one in Randwick was more than half a mile from it. 'America has had smaller semi-trailer units in operation since 1950,' said Alderman Bruce. 'We have taken the best features from English and American bookmobiles.' The bookmobile staffed by a driver and two librarians will operate from 1 p.m. to 7 p.m. five days a week. A lead will be connected to the main electricity supply line, to operate fluorescent lighting wherever the library goes. Shelves, angled to prevent books from falling out while the vehicle is moving, line each side of the semi-trailer from the floor to the roof.*¹⁴



/LAKE MACQUARIE SHIRE PUBLIC LIBRARY MOBILE

Over the next quarter of a century this service expanded to two articulated vans and serviced residents in the more remote areas of the city and 21 schools within the Local Government Area. The mobile libraries were eventually phased out in 1977/78, after the amalgamation of the Randwick and Botany Library services and the opening of branch libraries at Malabar, Mascot, Botany and later at Randwick, but not before passing into local folklore. They are still fondly remembered by local residents, including the likes of Bob Carr, who were patrons the service.

THE GOLDEN ERA OF THE MOBILE LIBRARY

Throughout the 1950s NSW led the way in the introduction of mobile library services. S H Skipper (Adelaide) in a letter to the editor of the Adelaide Advertiser bemoans the fact that library services in South Australia lag behind other states, in particular NSW.

*Other councils are making quite large capital investments in bookmobile services. Randwick has a very large semi-trailer which carries more than 5,000 books. Wollongong has one bookmobile and is building another; Lake Macquarie Shire has one; Ku-ring-gai has one and is building another; Marrickville has one; Bankstown is building one; and the Upper Murray Regional Library has one.*¹⁵

¹¹ Manna for the outback (1949, February 5), The Sydney Morning Herald: p. 7

¹² <http://youtu.be/yesSbwEtUDO> [accessed August 2014]

¹³ Mobile library for Lake Macquarie (1950, June 17). Newcastle Morning Herald and Miners' Advocate: p. 7

¹⁴ Randwick's bookmobile (1953, October 25). The Sun Herald: p. 13

¹⁵ Letters to the editor (1954, December 23). Adelaide Advertiser; p. 4

In 1956 Gosford Library's first bookmobile began service, delivering books to the many small townships and rapidly increasing population. The service is still operating today, one of the few mobile libraries left in a large urban area. There are currently no mobiles in metropolitan Sydney, Newcastle or Wollongong, although both Lake Macquarie and Port Stephens continue to offer services through their mobile libraries.

As urban consolidation continued in Sydney's mid to outer suburbs, bookmobiles filled the gap until static branch libraries could be constructed. Discussions continued about the benefits of regionalisation of services. In 1960 the Secretary of the Library Board, Mr. R McGreal and Parramatta City Librarian, Miss M Miller met to discuss the possibility of a regional mobile library service for Parramatta, Blacktown, Auburn, Baulkham Hills and Holroyd.

*'A branch should be opened at Berala, with a bookmobile to serve Holroyd, Blacktown and Baulkham Hills. It is difficult to anticipate the future population growth in many areas, but there are places where, within ten years, the population will have grown to such an extent that a branch library ought to be provided rather than a mobile service. Blacktown Shire would need a bookmobile soon after it began a library service, as would Baulkham Hills Shire, while Holroyd would almost certainly need one on a temporary basis. If the councils operate independently, this would mean the provision of three separate mobile units, whereas the area concerned could be effectively served by one large bookmobile,' the report added.*¹⁶

From their earliest days, the quality of materials and the service provided by bookmobiles was of importance – they were not to be seen as second rate compared to static branch libraries (though many bookmobile customers may not have been adverse to reading 'mind murdering' books!).

It would appear that more people are reading books. That's important, providing they are not of the mind-murdering type. That's not likely to be the case in Penrith, because the books are selected by a qualified librarian. Last year Miss Pearson, the chief librarian who left early this year to get married, proposed that a bookmobile be purchased by council, and that it be set up as a library on wheels to move around the municipality for the convenience of the people of

*Penrith away from the Penrith and St Marys centres. The conveyance would be on the basis of a 2-3 ton chassis, on a specially constructed body, with shelving. About 1600 books would be housed in the bookmobile. At last meeting of council it was decided to agree with the idea.*¹⁷

During the 1960s and 1970s mobile libraries were a common sight on the roads of NSW, but by the 1980s most of Sydney's suburban mobile library services had been discontinued, due principally to the proliferation of branch library buildings and increasing levels of car ownership and access to public transport.

MOBILE LIBRARY SERVICES IN THE 21ST CENTURY

Mobile libraries continue to be a vital component of library service in many regional and remote areas of the state, where population numbers do not warrant the establishment of a static library branch. Today's custom built and fitted vehicles are a far cry from the vans of the 1950s and could truly be described as branches on wheels. Many have PCs on board, free WiFi, space for storytime and children's activities, homework space, community noticeboards and more. They are frequently used to deliver items to Home Library Service customers, and have served as Council and Library outposts during times of natural disaster.

The new Riverina Regional Library mobile, launched in 2013 is a state-of-the-art rig providing an innovative alternative to traditional mobile library design with a flat-floor configuration, a flexible internal layout, and a focus on space and accessibility. The total cost of the vehicle, inclusive of prime mover, trailer and IT fit-out, was \$850,000, funded by a \$200,000 Library Development Grant (Library Council of NSW), \$30,000 FaCSHIA Accessible Communities grant, sale of the decommissioned mobile library, and mobile library replacement reserve funds.



/RICHMOND TWEED REGIONAL LIBRARY MOBILE AT NIMBIN

In 2014 there were 22 mobile library services operating in NSW, the majority of which are run by regional library organisations.

Bathurst	Mid Western	Shoalhaven
Bega	Monaro	Wakool
Clarence Regional	Port Macquarie Hastings	Western Riverina Libraries**
Gosford	Port Stephens	Wingecarribee
Kempsey	Richmond Tweed Regional	Wollondilly
Lake Macquarie	Richmond Upper Clarence Regional	
Macquarie Regional *	Riverina Regional (2 vehicles)	

* Macquarie Regional Library's mobile (MOLI) was a joint service operated by the Library and TAFE NSW Western Institute. MOLI provided library and information services to rural and isolated areas in the northwest of NSW. Customers of the service included community patrons, single teacher schools, central schools and high schools, and TAFE students in the North West cluster of the Western Institute of TAFE. The Mobile Library also visited Wongarbon, Geurie and Stuart Town, monthly, within the Regional Library's service region.

** Western Riverina Libraries operate two mobile services, one operating from Griffith serving communities in Murrumbidgee Shire and the other serving customers in Carrathool and Narrandera Shires.

Examples and Case Studies

The bookmobile is still alive and well. It's not wheezing down the road in a choking cloud of dust. It's not driving off into the sunset on a haze of memories. It's not lumbering off with the dinosaurs into extinction. It isn't even just holding its own, barely hanging on, surviving by a thread. Instead, bookmobiles are racing down the road at top speed on their way to serve the next person. They are splendidly alive and well and growing more than ever as they continue to provide an active and vital service to thousands of people across the county.¹

Mobile and outreach services are very much in evidence both in Australia and overseas. Some operate in the traditional mode of visiting remote or lesser-populated areas, or to new housing developments where transportation is limited. Others operate as special libraries. That is, they either serve a specific clientele, such as nursing home residents, or offer specific services, for example, a traveling homework unit. The principle behind this is to deliver the library service or program direct to the community that needs or wants it. Often targeted groups are reluctant or non-users of traditional libraries but will happily access services that come to them.

1. Commuter Services

Mobile services for commuters aim to deliver the library direct to this time poor but 'needy' market. Not only do they allow commuters to access the Library's collections but are also a great PR and promotional tool for Council and the library. The first such service in Australia was started in Gosford (NSW) in 2001, although it has since ceased operation (see pp. in the Case Studies section of this report). The service is generally in the form of a portable trolley outside the station or terminal, although Frankston Library (VIC) has a permanent storeroom available on the station. The most popular print items at commuter libraries are fiction (thrillers, crime and mystery), true crime and biography. Audio books and DVDs are also popular. While it would be possible to provide portable downloads of eResources the time restraints of commuters (the 60 second turnaround!) mean few libraries offer this service.

A commuter service works most successfully where commute times are an hour plus, for example Katoomba (NSW), Caboolture (Qld) and Frankston

(Vic) as access to the main library may be difficult due to early closing. Manly Library Afloat (see pp. 54-55 in the Case Study section of this report), although serving commuters only a thirty-minute ferry ride from work, has proved both a popular collection and returns point for library users.



/MANLY LIBRARY AFLOAT

JOBLINC

The JobLINC unit from Memphis Public Library² (Tennessee, USA) provides services to customers looking for work and to companies who are looking to hire. The JobLINC mobile career centre was established to provide a one-stop resource for job-seekers in close-to-home locations such as community centres, grocery stores, malls, and other public areas. Rolled out in 2012, the 38-foot bus offers a range of job-hunting resources as well as staff on board to help job-seekers in various ways, from preparing resumes or sharpening interview skills to improving computer skills, applying for jobs online, or setting up and accessing an email account using the on-board laptops.

THE BUS (ABERDEEN, SCOTLAND)

The Bus³ is a travelling youth centre, developed as a partnership between the Aberdeen City Council, the library, community police officers, the Church of Scotland, community groups and a youth charity

¹Fain, Mary Katherine (2007) Bookmobile Staff Perceptions on Bookmobile Service: A National Survey. <http://ils.unc.edu/MSpapers/3327.pdf> [accessed Jan 2015]

²<http://www.memphislibrary.org/about/> [accessed Jan 2015]

³<http://youtu.be/nF92fPmJOM8> [accessed Jan 2015]

and aims to tackle the problems of youth crime and disorder. Facilities on board include a collection of books and magazines, a music centre, cinema and interactive games centre.

TRAINING WHEELS

Training Wheels is targeted to day care providers in private homes as well as in day-care centres and preschools. The Memphis Public Library⁴ (Tennessee, USA) Central Library Children's Department staff the bus. They provide demonstration storytime, and suggest age appropriate material etc.



/TRAINING WHEELS BUS, MEMPHIS

BIEBBUS

The BiebBus⁵ in Amsterdam's Zaan region is a cross between a traditional mobile library and a pop-up. It can be delivered to any site via semi-trailer and remain in place for as long as desired. Zaan consists of a series of small villages that on their own could not finance a full-time library, so the BiebBus is a viable alternative. This region is densely populated and has narrow streets so the conventional mobile library with a trailer was not an option; the vehicle would take too much parking space. Architect Jord den Hollander designed an expanding mobile library, consisting of two rooms one of which can slide over the other. The smaller and inner space, fixed to the trailer, is the more traditional library space with 7,000 books and a transparent ceiling. The second space, a re-used shipping container, slides upwards and works as an exciting 'spaceship', a crow's nest for



/BIEBBUS



/BIEBBUS (INTERNAL IMAGE)

children to read, to use the Internet or to get a bird's eye view of the neighbourhood.

WORDS ON WHEELS

In Birmingham (UK) the Words on Wheels mobile library for children has been custom built, and concentrates on providing special services for disadvantaged children such as newly arrived migrants and asylum seekers and those from homeless families. Children with disabilities and special needs are also catered for.

BOOKS ON BIKES

A number of libraries throughout the world are downsizing their mobile libraries – to pushbikes! They have several advantages over their motorised counterparts:

- they can be operated by almost all library staff and volunteers
- they are inexpensive to purchase, fit out and maintain
- they are quirky enough to attract attention
- they can manoeuvre easily through congested city streets

SEATTLE PUBLIC LIBRARY

Staff riders of the Seattle Library Books on Bikes, travel to city events and facilities using a specially made trailer hitched to their personal bikes, from which they can provide all services except accepting returns and overdue fines. The trailer carries 75 items at a time from the program's collection of 400 titles, provides a mobile WiFi hotspot to both patrons and the tablet-carrying rider.

⁴ <http://www.memphislibrary.org/about/> [accessed Jan 2015]
⁵ <http://www.domusweb.it/en/design/2011/04/11/biebbus-the-expanding-mobile-library.html> [accessed Jan 2015]



/YOUR LIBRARY WITHOUT LIMITS, SEATTLE (USA)

CLEVELAND HEIGHTS LIBRARY (OHIO, USA)

Beginning as a pilot where volunteers and staff rode a custom-made Haley cargo tricycle loaded with books to give away at local events and facilities, Book Bike is evolving into an extension of the checkout desk. Riders now carry circulating materials to nearby John Carroll University, where people can check out library materials using software shared with the university library. Book Bike riders also carry a tablet to showcase library services and materials.

DENVER PUBLIC LIBRARY (COLORADO, USA)

CO DPL Connect⁶, a fully equipped book bike with shelves, display areas, and a WiFi hotspot, has successfully raised the profile of the Denver Public Library throughout the community in a nimble, dynamic, and unexpected way. The book bike is part of an effort to make the library more accessible by taking services, products, and staff outside traditional branch locations. It was designed by a local custom bike builder and has helped establish new community and business connections for the library. For example, the Denver Bicycle Cafe offers discounts to customers with library cards! The book bike's VPN connection to the library's integrated library system has made it possible to register new library users and circulate items. The book bike has expanded the customer experience and changed the way the library is perceived. In future, they will be used to supplement service in other communities where libraries are closed for reconstruction or renovation.

LILI: LIBRARIES LOUD AND ON TOUR (CANADA)

Fraser Valley Regional Library's mobile vehicle 'ain't your granddaddy's bookmobile!' With its roof-mounted speaker system, gaming consoles, and all-access backstage passes (that's library cards to us), LiLi⁷ is more like a moving party than a library, and it is this focus on entertainment and mobility that makes LiLi so successful.

LiLi is a customised Nissan Cube, complete with a state-of-the-art sound system, a 94 cm LCD television, an Xbox Kinect, a microphone system, and a removable hood-mounted gadget bar equipped with laptops, Kobo eReaders, Sony eReaders, an Apple iPad 3, a Blackberry PlayBook, a Toshiba Android Tablet, a Daisy MP3 book player, and Playaway books. First established to address the library stereotypes and lack of promotion that kept people from using and feeling comfortable in libraries, LiLi was the brainchild of librarian, Smitty Miller.



/LILI, CANADA

Although LiLi makes appearances at parades and community events, most of the time it is used to provide services to underserved community members at shelters, food banks, drop-in centres, support groups, and halfway houses, focusing on those community members who either do not know that libraries can assist them or those who experience barriers that prevent them from visiting libraries. It is the perfect venue from which to distribute cards, waive fines, give away new books, and let people try out new technologies, games, and music.

INFOBUS

Memphis Public Library⁸ (Tennessee, USA) runs INFOBUS, designed to serve immigrants and ESL customers and to increase the 'comfort level' in low-income neighborhoods about using the library, as well as to encourage people to visit a branch library.

MOBILE LIBRARY ARCHIVE AND MUSEUM (LAM)

The idea behind a Mobile LAM⁹ is to pull together resources from libraries, archives, and museums and bring them to schools, other educational institutions, and places in communities where teenagers spend time, in an effort to engage them with the cultural record of their communities, and to support connected learning. The vehicle would contain laptops or tablets for accessing digital collections and for general research; a SmartBoard to allow visitors to view, create, or give presentations; and cabinets on either side of the vehicle would safely house and display print materials and physical objects borrowed from LAMs. These items would not necessarily be



/WARWICKSHIRE MOBILE MUSEUM

permanently housed on the vehicle but could be changed according to the particular needs of the visitors at any given time. In addition to meeting students where they are, the Mobile LAM could also meet potential donors and sponsors, especially those who are either unable to get to the various institutions or do not have access to the Internet.

The Warwickshire Mobile Library Service (England) teamed with the British Museum to present museum artifacts to mobile library

customers to promote local archaeology and to introduce customers to local museums and libraries¹⁰.

DIGITAL BOOKMOBILES

A marketing strategy by OverDrive, this digital bookmobile travels around the USA to promote public library eResources. It was aimed at showing people how easy it is to browse, check out, and download digital audiobooks, eBooks, music, and video from their library.



/OVERDRIVE'S DIGITAL BOOKMOBILE

The Digital Bookmobile,¹¹ developed inside a seventy-four-foot, eighteen-wheel tractor-trailer, was designed as a high-tech update of the traditional bookmobile. It is equipped with broadband Internet-connected PCs, high-definition monitors, premium sound systems, and a variety of portable media players; and interactive computer stations give visitors an opportunity to search the digital media collection, use supported mobile devices, and download and enjoy eBooks, audiobooks, music, and video from the library.

BIBLIOTAPTAPS (HAITI)

Named after Haiti's tap taps, the colorfully painted buses or pickup trucks that serve as shared taxis, these vehicles are expected to reach more than 15,000 children and adults every month in Port-au-Prince and its surrounding areas, as well as Haiti's north and central provinces. The earthquake that hit Haiti in January 2010 damaged many of the libraries in the metropolitan zone of Port-au-Prince and made them inaccessible to the public. BiblioTaptaps (supported by Libraries Without Borders LWB¹²) are now circulating in the neighbourhoods hardest hit by the earthquake. In the provinces, the bookmobiles will focus on 20 underserved communities and remote

⁸ <http://www.memphislibrary.org/about/> [accessed Jan 2015]

⁹ Rovatti-Leonard, Angela. The Mobile LAM. *Young Adult Library Services* 12.2 (Winter 2014): 16-18, 21.

¹⁰ www.ifla.org/files/assets/hq/publications/professional-report/108.pdf [accessed Jan 2015]

¹¹ www.digitalbookmobile.com [accessed Jan 2015]

¹² <http://librarieswithoutborders.org> [accessed Jan 2015]



/BIBLIOTAPTAP HAITI

villages where libraries are non-existent and there is limited access to books.

BiblioTaptaps are more than just bookmobiles - they are places along roads and near displaced-persons camps where people can meet, read, open discussions, and foster debate. They provide space for local organisations to hold educational workshops covering topics ranging from environmental awareness to cholera prevention.

DISASTER RECOVERY SUPPORT

Mobile libraries have been used for community support, for those affected by natural or other disasters, for example the Murrindindi (Vic) Mobile Library was utilised as a community information and support post during the devastating fires of 2009, as well as providing much needed library services to affected residents. Murrindindi Shire Council have now formalised the role of the mobile in emergency relief as part of its Code Red Day policy and procedures.¹³

2. Deposit Stations

PORT MACQUARIE-HASTINGS LIBRARY (NSW)

In May 2010 the Library established its Books in Flight¹⁴ service at Port Macquarie Airport. Over 200,000 passengers pass through the airport a year. The Library set up a collection of paperbacks which can be borrowed by anyone and returned either to the airport or one of the libraries. The books are all good quality donated paperbacks. The minimal processing is done by a library volunteer. The books are delivered to the airport by Council staff. Not only is this an effective way of recycling donated books, in terms of good publicity it is difficult to beat; free, easy and self renewing.

The service has proved to be very successful. Some books have 'flown off' never to be seen again, but many more are returned along with comments about what a great service it is. Books have been returned from interstate, one returned with a bookmark from Paris and one was posted back in a box of books to help with the collection. The airport provides free WiFi so the Library was also able to promote its eBook service on the paperback stand.

The library has included QR codes on the book labels to enable feedback and comments.

The library is looking at the possibility of a similar collection at the bus and coach station.

The station is council owned, has secure office space and is used by large numbers of young people. There is a proposal to place a Homeless Information Centre in an adjacent building where the Library could place a computer for free Internet using the wireless connection, combined with a version of the footpath library.

LEETON (NSW)

Leeton Library has set up a *little library* at the local Coffee Tree café. You can borrow a book and return it (or something similar). The display stand features details about Leeton Library services, events and membership.

VICTORIA

In East Gippsland Shire in rural Victoria, library access points have been established in neighbourhood houses and community centres. They provide Internet access, a pick up and return point and an information portal, and have proved particularly important in times of natural disasters such as floods and fires. These depots are serviced by the mobile library.

Also in Victoria, High Country Library Corporation has a number of outreach centres in small villages, including one in the pub at Woods Point! For a number of High Country residents in isolated areas, the library also provides a direct mail service.

SHELTER DEPOSIT PROGRAM

Hennepin County Library (Minnesota) runs an innovative program to connect homeless patrons with the library. The Shelter Deposit Program¹⁵ places deposit collections in Minneapolis homeless shelters and augments them with library resources and activities. The project is based on a successful model already in use by Hennepin to provide deposit collections at assisted living and correctional facilities. Locations are selected to reach the greatest number of families and youth. As shelters enrol in the program, their staff are asked to complete a questionnaire about residents and their preferences so that the collections can be tailored to their interests, and staff also confirm they have the space and volunteer support to sustain a collection.

One difference between the shelter collections and most other deposit collections is that the shelter



/COFFEE TREE CAFÉ LITTLE LIBRARY, LEETON

¹³ www.murrindindi.vic.gov.au

¹⁴ Virtual libraries Port Macquarie style (2012) http://www.plnsw.org.au/docs/imagconf-virtual-library_jim-maguire.pdf [accessed Jan 2015]

¹⁵ Deposit collections in homeless shelters (2013) <http://publiclibrariesonline.org/2013/02/deposit-collections-in-homeless-shelters/> [accessed Jan 2015]

collections are made up primarily of donated and weeded books. This creates an important benefit for shelter patrons in that they do not have to worry about when and how they return books—a concern for people living with homelessness. The donated books are supplemented with new purchases using funds from the Library Friends and small grants. The program is not just a passive placement of books in shelters. The library supplements the books with display racks of materials about events and services and also provides some on-site programming. Successful outreach programs, such as *book talking* and OneRead can be replicated in the shelter setting. HCL Outreach Services uses library students and a strong base of volunteers to keep the program running.

TAKE TIME TO READ

*The Take Time To Read*¹⁶ campaign is a multiyear effort by King County Library (KCLS) in Washington, USA and the KCLS Foundation to encourage and help people to read whenever they have a few minutes. Reading chairs and collections of quick reads are set up in retail outlets, medical facilities, government agencies, and other busy places, including Sea-Tac Airport. With three Quick Reads Shelves, entirely recycled from old library shelving, and four chairs, plane travelers are able to ‘borrow’ items. All the items are donated and are meant to be taken but not necessarily returned, especially if your home base is not Seattle. A team from the Valley View branch library keeps the shelves stocked with materials (one staff member goes to the airport six days a week to restock). With a total of 46 magazines, 30 adult titles and 15 kids’ books in each shipment, about 600 items per week are stocked. The library reports that the shelves are a standout success with both airport customers and Sea-Tac staff.

RETAIL OUTLETS

Deposit stations in the USA are often set up as shop front libraries, located in a retail space, on the main street or in a small shopping plaza. They are generally in a small leased space (75 to 110 square metres), or occupy part of a larger retail space. Hours of operation are dependent upon location and customers.

BOOKMARKS

Dallas Public Library operates Bookmarks¹⁷, a library for children in the North Park Shopping Center. The collection features books and media for children from toddlers to 12 years. There is also a small parenting collection. Within the 185 square metres of space, there is seating for up to 50 on the story time steps in the rear of the public space. There is also a small staff area. The owners of the North Park Center assisted with much of the capital funding for the library, by securing grant funding and hosting fundraising events, etc.



/BOOKMARKS, DALLAS

There are computers with special educational software designed for ages 2 through 8, as well as laptops with Internet access; and a variety of basic wooden puzzles, educational games, and toys in the story time area for the children to play and learn when there is no scheduled programming. The Library has programming every day, sometimes twice a day.

COLFAX AND CHAMBERS PC CENTER

To meet the growing demand for public computers, the Aurora Public Library (Colorado, USA) looked outside the box and moved in-store. The Colfax and Chambers PC Center¹⁸ is a library-operated computer center inside a Kmart store in one of the city’s most diverse and economically challenged areas. The 55 square metre space has 12 public computers and is open eight hours a day, six days a week. Located near the store’s checkout counter, the PC Center offers a range of library services to people who rarely, if ever, visit a traditional library. Users can search the Internet, print documents, participate in computer

¹⁶ Take time to read. www.kcls.org/taketimetoread [accessed Jan 2015]

¹⁷ Video about Bookmarks www.youtube.com/watch?v=___5qhV9EII4 [accessed Jan 2015]

¹⁸ Colfax & Chambers Computer Center <https://www.auroragov.org/CityHall/MediaandNewsUpdates/PressReleases/015749> [accessed Jan 2015]

classes, check out and return library materials, learn about library services, and get help and advice from a librarian. Because of its location inside the Kmart store with storewide security, only one library-funded staff person is needed, cutting labour costs in half compared to a stand-alone, storefront location.

3. Pop-up Libraries

CAMDEN (NSW)

Camden Libraries received a grant of more than \$22,700 from the Library Council of NSW to develop a Pop-up library that features digital resources. The new Books Unbound Pop-up library appears at community events around the local government area, spreading the word about the library’s online resources, and promoting the services and resources available at the library’s two static branches. The Pop-up is in the form of a marquee stocked with laptops, eReaders and iPads and staff who are ready to teach visitors how to use them. The library pops-up in unexpected locations around the area, including schools and sporting events: basically anywhere anytime.



/BOOKS UNBOUND, CAMDEN LIBRARIES

The Library also has a more ‘portable’ Pop-up comprising pull up banners, small stackable tables and chairs and a variety of eBook readers, iPads and laptops. One or two staff can set up the Pop-up, and are able to demonstrate the wide range of electronic resources available at the library. Currently the Library makes regular visits to the newly opened Oran Park Town Shopping Centre. The online resources available in the Pop-up include eBooks,

eMagazines, eAudiobooks, children’s eResources, online databases, films, and tutoring, language and software training.

See the Case Study in this report, page 50 for more information.

BLUE MOUNTAINS (NSW)

Popping up at community events and fairs, the Blue Mountains library provides a shady spot to read and check out the Library’s latest services and activities.



/POP-UP LIBRARY, BLUE MOUNTAINS

RANDWICK CITY LIBRARY (NSW)

Randwick’s Beach Library is located on the Coogee lower beach promenade right next to the sand. The six-metre wide, freestanding timber bookshelf constructed by Council’s carpenters stocks more than 1,000 fiction and non-fiction books and magazines in various languages and genres, ensuring there is something for everyone to pick up and enjoy. Clear plastic sliding doors protect the items in the event of rain or strong winds. The library is open from 7am to 7pm (the hours of the Lifeguard patrol) from 1st December to the end of February. Patrons do not



/BEACH LIBRARY, COOGEE BEACH

need a library card to borrow but are expected to return the items when they have finished with them.

THE UNI PROJECT

The Uni Project¹⁹ (a non-profit organisation committed to increasing access to books and learning opportunities through Pop-up, open-air reading rooms) is working in partnership with all three New York City public library systems. Visitors are able to borrow books in-house, register for library cards, sign up for summer reading programs, and find out about the library. The Uni is a mobile, modular outdoor library designed to reinforce the potential for learning in the public sphere. This library has lightweight modular structures that are composed of open-faced stacking cubes, which can each hold 10 to 15 books, and can be adapted to almost any public space. The covers of the cubes become benches.

Manning Valley Libraries (NSW) has recently purchased a Uni Project Pop-up and is trialling it on visits to nursing homes. The unit allows increased, attractive display of a wide range of items, and is proving popular with the elderly residents.

WARRINGAH LIBRARY

Warringah Council Library staff took to the streets late in 2014 with Marilyn, their Pop-up library caravan. Marilyn, a 1977 caravan, purchased on eBay for \$4,000 was renovated and modified by library and Council staff. Complete with an outdoor 'grass' area and gnomes, Marilyn is used as avenue for outreach programs and a promotional tool for the library.²⁰



/MARILYN

4. Express Libraries

CITY OF SYDNEY (NSW)

Library Express is located in Town Hall House, directly behind the Sydney Town Hall. It houses paperback books for loan and a magazine and newspaper collection for browsing. This location is unattended, but provides a convenient way for members to pick up and return books they borrow from the collection of 500,000 items held in other library branches. As the collection is housed in a council staffed area there is passive security at all times. Members can search the catalogue for books they want to borrow, then contact the branch that holds the items and ask for them to be transferred to Library Express. Library Express also provides a paperback collection, free WiFi, a public access computer, library catalogue access, a phone to contact library staff and a casual reading lounge and café. City of Sydney has another Express Library in the Pymont Community Centre.

ROANOKE LIBRARY (VIRGINIA USA)

The Roanoke library system recently opened its first electronic branch at the Valley View Mall. Patrons can reserve library materials online, and will be given a pass code for a locker. On a future visit to the mall, they can pick up the item from the locker. Reserved items are delivered in a few days. The branch features the mall's first wireless Internet zone, a touch-screen computer and a small puppet theatre. Patrons can use the touch-screen computer to find jobs, movie times, community information etc. They can access the library's main branch and also the city's citizens help desk. Posters and balloons on the Mall's lower level point the way to the kiosk upstairs.

HPL EXPRESS (HOUSTON PUBLIC LIBRARY, TEXAS, USA)

The HPL Express service model started as an e-library project, to assess better ways of offering library resources electronically and to help bridge the digital divide, and has developed into a completely new way of providing library service to all communities. There are currently four express libraries operated by HPL. Each site is a unique library facility that extends the services of Houston Public Library. Service at each location varies according to the physical space, service area, and

¹⁹ <http://www.theuniproject.org/>

²⁰ Cotter, G et al. (2014) Warringah loves Marilyn. Public Library News, 20 (3), pp. 38-39

http://www.sl.nsw.gov.au/services/public_libraries/plnews_docs/plnews_dec14_jan15.pdf [accessed Feb 2015]

community needs. Equitable access to technology is a major goal of the express libraries, but lifelong learning opportunities are also key components in the success of this service model.

HPL Express is installed within existing buildings, including office buildings, shopping malls, and airports. The Library was able to open the doors to a full-size HPL Express facility and operate it for one-quarter the cost of a new traditional library, while still providing customers with full access to the services, data, and collections of the entire library system.

These express branches mark the transition from book-based collections to computer-based ones. HPL Express Southwest, with the highest usage rate of any branch, is a \$1 million, 330 square-metre mixed-media facility that includes custom computer workstations, real-time interaction with an offsite librarian via plasma screen, and a Wii system to encourage teenage patron use. HPL Express Discovery Green is a 32-square metre facility that serves as a reading room for patrons visiting Discovery Green Park. You can check out books, read, or borrow a WiFi connected laptop. Express also provides free use of recreational equipment, with valid library ID.

5. Vending Machine Libraries

ENVISIONWARE

The 24-Hour Library from EnvisionWare²¹ was first installed in the parking lot of a recreation centre.

The machine was designed to be a full-functioning branch that can stay outdoors. It stands 2.45 metres tall, 33 cm wide, and 1.83 metres deep and costs roughly \$US100,000. The 24-Hour Library boasts a 43 cm touchscreen monitor, full OPAC functionality, accessibility compliance, and security cameras that can be accessed remotely. It holds up to 340 items to check out and can accept up to 1,000 returns in its 14-sorter return bins. Many options are available, including radio frequency identification (RFID) card detection, credit card acceptance, a cooling system for hot climates, and WiFi.

PIK

The Lending Library from Public Information Kiosk, Inc. (PIK)²² resembles a large vending machine. It is 1.83 metres tall, 1.22 metres wide, and 90 cm deep and can stock up to 500 items. It can handle either bar code or RFID circulation, and users have PIN access through a keypad. PIK says that its Lending Library costs less than \$US30,000.

PIK's Media Box comes in various widths that can hold 750, 1,500, 2,250 or 3,000 CDs, DVDs, audiobooks, or games in specially designed slim cases. (All models are just over 2.1 metres tall and 50 cm deep.) Media Box connects to the main Library via standard interchange protocol 2 (SIP2) and has a touchscreen monitor. PIK also sells a vending machine that dispenses eBook readers, preloaded with eBooks. The machine can hold 24, 48, or 96 e-readers. Patrons use a touchscreen to browse the holdings, and e-readers are automatically charged upon return.

LIBRARY A-GO-GO

Library-a-Go-Go of the Contra Costa County Library (CCCL) in California is an automated branch, which lends library materials via a machine. The machine offers access to a self-contained collection of approximately 400 paperbacks in plastic cases, and handles both checkouts and returns to Library cardholders. The customer logs in to the system with a library card and uses the touch screen to make a selection. To return materials, the process is reversed. CCCL circulate books only. However, anything could be put into the plastic cases, such as iPods, DVDs, etc. Holds cannot be placed on materials in the machines. CCCL hopes soon to allow patrons to renew materials checked out from the machine. The collection is updated every quarter. It is possible to include an information kiosk, with a touch screen terminal, to provide access to the library catalogue and databases.



/LIBRARY A-GO-GO

MK SOLUTIONS

The mk LibDispenser from mk Solutions²³, a German company, more closely resembles an ATM than a vending machine. It comes in both indoor and outdoor models that vary slightly in size, but both stand about 2.1 metres tall and about 1.2 metres wide. The base module holds up to 800 items and up to nine modules can be linked to hold a total of 2,000 books, CDs, DVDs, games, or magazines without specialised cases. A touchscreen interface lets users browse their library's OPAC or an mk catalog. Checkout works via bar code, RFID, or magnetic strip. There are options available for payment of fines. Returned items are available for immediate checkout.

LAPTOPS ANYTIME

There are various automated checkout kiosks that vend laptops, tablet PCs and e-readers. They can hold up to 30 devices. The touchscreen monitor and card-swipe features allow devices to be borrowed for free or a fee. They run with firewalls, secure client/server communication, and remote monitoring. During storage, each device is cleared of all search data and charged, Windows is updated, and antivirus software is run. Patrons use a touchscreen and swipe a library card to order a device.

(Docklands Library (Melbourne, Vic) has installed a laptop-dispensing machine.)

²³ mk-sorting-systems.com
²⁴ laptopsanytime.com

Case Studies

SITE SELECTION

The consultants visited a number of libraries, to see their mobile vehicles and outreach services in action. It was an opportunity to speak with outreach staff, library managers and mobile operators, and in some instances, customers of the service. The sites were chosen to be a representative cross section of NSW public library services.

SITES

1. Broken Hill – a remote rural city; they are providing a mail delivery service to the most isolated library users in the state.
2. Camden – an outer urban growth area; they are using pop-up libraries to provide interim services and promote the library.
3. Gosford – a densely populated city with a large number of Sydney commuters.
4. Hawkesbury – a large outer metropolitan area, with many small settlements and several natural barriers (river and national park); they utilise a number of library deposit stations to extend library service reach.
5. Manly – a Sydney harbour-side suburb.
6. Richmond Tweed Regional Library – a large regional library in the far north of the state; they make extensive use of their mobile to reach both small rural communities and new growth urban areas.
7. Riverina Regional Library – the largest regional library in NSW; regional headquarters staff provide outreach services to staff in the 17 branch libraries, not directly to the community; and operate two mobile libraries.
8. Shoalhaven Library – to the south of Sydney, serving a large urban area (Nowra) and a number of smaller settlements, with a mobile service and several branches.
9. Wollondilly – an outer Sydney rural area; outreach and mobile services are provided using two small vehicles which allow greater flexibility and ease of access than the previous truck and trailer.

The following case studies provide a brief background and context to the outreach services offered by the libraries, including demographics, a description of the service and comments by staff and users. Mobile usage statistics are as reported in the project survey (2013-14 figures), and whole of service circulation figures are from *Public Library Statistics, 2012-13*.²⁵

Broken Hill Outback Letterbox Library

CONTEXT AND BACKGROUND

The City of Broken Hill is the largest regional centre in the western half of New South Wales, and Australia's first National Heritage listed city. The nearest capital city is Adelaide, approximately 500 kilometres to the southwest, and Broken Hill has strong cultural and historical connections with South Australia and operates on Central Australian Time. Broken Hill has one of the world's largest ore bodies of silver, lead and zinc, and mining is still a significant industry in the region. Sheep farming is the other principal agricultural industry. Tourism is also a significant industry.

Broken Hill has a population of over 19,000, 88% of whom are Australian born, 7.5% Indigenous. There is a larger percentage of people aged 80+ and a smaller percentage of people aged under 15 than in regional NSW in general. 39% of households had access to two or more motor vehicles compared to 50% across regional NSW. 51% of homes had a broadband Internet connection (61% across regional NSW). Broken Hill and neighbouring Central Darling are among the ten lowest scoring local government areas in NSW (on the SEIFA Index), meaning they have a high level of disadvantage.²⁶

THE OUTBACK LETTERBOX LIBRARY

What an exciting thing it is to find a new full bag in the post and open it to discover what is inside!

The Outback Letterbox Library (OLL) has operated for 37 years, in partnership with the State Library of New South Wales. It offers a public library service to the isolated residents of the remote far west of NSW. The OLL primarily services residents of the Unincorporated Area and the Central Darling Shire, neither of which have a static library facility. Its client base also includes residents of other shires who live more than 100 kilometres from their nearest public

library. Some residents in Queensland and South Australia are also members. Many members never visit the Broken Hill City Library, although others are occasional or regular visitors to town. There are currently over 600 members (about 7% of total registered members).

The OLL is funded through the Library Council of NSW and Broken Hill City Library provides the infrastructure, including administration, technology, staff and resources. Library Council funding covers the freight costs and enables the employment of one EFT staff member. Over the last few years this position has been shared by all library assistants on rotation. This benefits clients as they receive items selected by a wider range of staff with varied Readers' Advisory interests.

There is a dedicated work area for staff rostered to the service, and the OLL utilises the Library's general collections. Members of the OLL are able to access all the collections of Broken Hill City Library, including electronic resources, and can request and reserve items on inter library loan. Borrowers' choice sheets are available for children and adults, giving members an opportunity to indicate areas of interest and preferred format types. City Library staff select items for clients, and the loan period is six weeks.

Items are packed in sturdy green bags and are sent out every two weeks by regional carriers, and delivered by air, road and regular post. The service pays for the freight costs each way.

OLL clients are able to access a number of other outreach services offered by the library, including reference and research; Writers Centre activities; and author and poet visits, via video conferencing through the School of the Air. A number of special events are held at the Library (for example, storytelling and writing workshops) to coincide with visits by the School of the Air students. Plans are underway for library staff to go out with the carriers to meet some of their OLL clients.

OTHER BROKEN HILL CITY LIBRARY OUTREACH PROGRAMS

The library runs an extensive outreach program for children including visits to preschools and schools, and a comprehensive program of author visits. There are book donation shelves at the Tibooburra store, and the school library at Wilcannia is open to the general public. Staff would like to be able to

offer more outreach to some bigger towns, possibly with a pop-up library. Broken Hill City Library's housebound service operates out of the same work area as the OLL, and rostered staff select and pack the bags for both OLL and housebound clients.

CHALLENGES AND OPPORTUNITIES

Staff noted the following challenges:

- Internet connectivity in the outback is limited and variable (both speed and availability) and can be very costly. This impacts on the library's ability to deliver eServices generally but especially to those using the OLL.
- The library's available resources limit its ability to develop more outreach services and programs.
- The tyranny of distance impacts on the library's ability to participate in many of the activities and programs offered by the NSW public library network and the State Library of NSW (for example, attending zone meetings and training).
- Reliance on external carriers and their schedules and routes; and the rapidly increasing cost of freight.

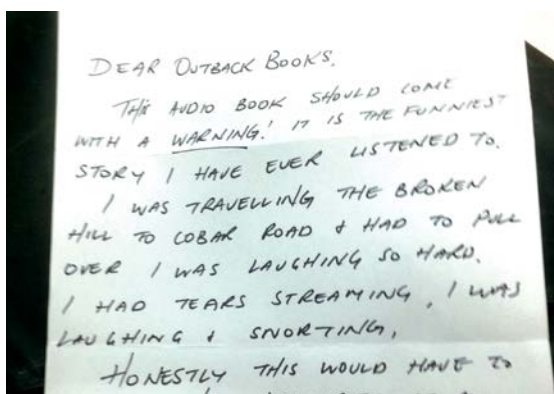
Future opportunities were identified:

- The State Library could support the needs of remote services with the development of online training (pre-recorded sessions), and the streaming or podcasting of professional development events. Topics suggested included emerging trends in service delivery, reference / readers advisory training, and supporting and developing local programs e.g. literacy based programs.



/RETURNED 'MAILBAGS' WAITING TO BE CHECKED IN. NOTE THE OUTBACK DUST!

- Expanded partnership programs such as the promotion of the OLL via the School of the Air mail outs.
- Greater use of new technologies for example, LibraryBox²⁷ would be useful for outreach delivery of eResources. The library could lend a LibraryBox to individual OLL members, or to remote communities.
- Staff would like to present literacy and other programs in some of the larger towns. This would require additional funding and resourcing.



/ONE OF MANY THANK YOU LETTERS THE OLL RECEIVES EACH YEAR.

Camden Libraries

CONTEXT AND BACKGROUND

The Camden Local Government Area is located in Sydney's south western suburbs, about 60 kilometres from the central business district. Camden covers an area of 201 square kilometres with an estimated population of 63,248, and is one of the fastest growing LGAs in NSW. The population is expected to increase to over 107,000 by 2021. Camden is home to a number of small rural localities and growing suburbs such as Bringelly, Gregory Hills and Oran Park. The major town centres are Camden and Narellan. The development of a new Council Administration building in Oran Park Town Centre and significant housing development in the area will see its population grow rapidly.

Over 80% of the population were born in Australia, and 8% were born in countries where English was not the first language. 41% of the people had completed Year 12 or equivalent (compared to 55% across the metropolitan area as a whole). 75% of homes had a broadband Internet connection. Camden has higher

numbers of children and young people than the Greater Sydney metropolitan area, and the largest population age group is 35 to 39 year olds. Over 60% of the population commute to work outside the area. 68% of households in Camden had two or more motor vehicles, compared to 44% in Greater Sydney.²⁸

OUTREACH SERVICES

Camden Library provides a range of outreach services to the community.

HOME LIBRARY SERVICE

The Home Library Service is offered free to individual residents within the Camden Local Government Area, who through age, illness, injury or carer responsibilities are unable to access the collections and services provided by the library. Customers who receive this service have books and other items selected for them, based on their interests. Volunteers deliver the items to them every six weeks.

NURSING HOME BULK DELIVERY

Camden Council Library Service also provides a Bulk Loan service to many of Camden's nursing homes and activity centres. Individuals may request specific items to be included in the delivery. Items delivered through the above services include talking books, large print material, CDs, and DVDs.

SCHOOL VISITS

Children's services staff are available to visit schools, preschools and playgroups, to promote the library service and its early literacy resources, and to conduct storytimes and other activities. Some activities are conducted in parks and at community centres.

BOOK CLUB KITS

The library has a number of Book Club Kits available, each containing ten copies of a book, with a set of discussion questions. The kits are loaned out for six weeks. There is no charge for the loan of these kits, but at least one member of the Book Club must be a registered library member.

POP-UP LIBRARY

Camden Libraries received a grant of more than \$22,700 from the Library Council of NSW to develop a Pop-up library that features digital resources. The new Books Unbound Pop-up library appears

at community events around the local government area, spreading the word about the library's online resources, and promoting the services and resources available at the library's two static branches.

The Pop-up is in the form of a marquee stocked with laptops, eReaders and iPads and staff who are ready to teach visitors how to use them. The library will 'Pop-up' in unexpected locations around the area, including schools and sporting events: basically anywhere anytime.

In addition, the Library has a more 'portable' Pop-up comprising pull up banners, small stackable tables and chairs and a variety of eBook readers, iPads and laptops. One or two staff can set up the Pop-up, and are able to demonstrate the wide range of electronic resources available at the library. Currently the Library makes regular visits to the newly opened Oran Park Town Shopping Centre. The Sales Centre office for the residential developer also has a returns box for library materials.

The online resources available in the Pop-up include eBooks, eMagazines, eAudiobooks, children's eResources, online databases, films, and tutoring, language and software training.

CHALLENGES AND OPPORTUNITIES

Library staff noted the following challenges in the delivery of outreach services:

- Rapidly increasing population in new growth areas, remote from current town centres.
- More potential home library service clients than can be reached with current staff and resources.
- Difficult to reach potential clients – there is a need for greater consultation and more extensive marketing.

Opportunities for the future include:

- All library staff recognise the value and importance of outreach and are willing to be rostered to the Pop-up library.
- More partnership arrangements with Council, community and business.
- Expansion of the resources available in the 24/7 library. Staff are exploring ways to engage 'remotely' with clients who may never come into a physical branch.



/CAMDEN PORTABLE PULL UP BANNERS

Gosford Library

CONTEXT AND BACKGROUND

Gosford is located 80 kilometres north of Sydney, and borders Wyong, Hawkesbury and Hornsby Shires. It comprises approximately 1,029 square kilometres and includes large sections of State Forest, National Parks, nature reserves, beaches and waterways.

The estimated population is 170,752, and the LGA is experiencing significant population growth.

Close to 80% of the population were born in Australia, and only 6% were born in countries where English was not the first language. 2.2% of the population identify as Aboriginal or Torres Strait Islanders (compared to the Greater Sydney figure of 1.2%). 40% of the people had completed Year 12 or equivalent (compared to 55% across Greater Sydney). 66% of homes had a broadband Internet connection, although this is changing with the rollout of the National Broadband Network throughout the Central Coast region. Gosford City had a lower proportion of pre-schoolers and a higher proportion of persons at post retirement age than Greater Sydney in 2011, and the largest population age group is 35 to 49 year olds. The numbers of elderly people (aged 85+) is increasing. 35% of the population work outside the LGA. 46% of households in Manly had two or more motor vehicles. The LGA scored 1,006.3 on the SEIFA Index, indicating a reasonably low level of disadvantage.²⁹

BOOK EXPRESS

Gosford's Book Express (a rail commuter trolley library service) has ceased operation. It was one of the first of its kind and was initially a great success.

²⁹ <http://profile.id.com.au/gosford/home> [accessed Dec 2014]

Work Health and Safety issues for staff, e.g. working in isolation, fewer rail staff for security and support if library staff are under duress, manual handling issues etc led to the decision to close the service. There were additional issues around the lack of staff parking and declining loans. The staff have been redeployed back into the library.

MOONEY MOONEY COMMUNITY LIBRARY

Staffed by volunteers and supported by City Library staff, this community library is open two half days per week, and also hosts a children’s storytime once a week.

MOBILE LIBRARY VAN

Mobile library services are delivered using a Mercedes van, fitted out to provide a traditional lending service. The van does not have a public WiFi connection, and is unable to offer any services other than lending and reserves. It visits schools, preschools, nursing homes and community stops on a two-week roster, and is staffed by a library technician.

The vehicle also appears once a year at the ‘Kids Day Out Festival’, where it is primarily used as a promotional tool for the Library service.

Staff would like to diversify and expand the use of the vehicle e.g. for other outreach services, especially as usage/loans are declining. Populations at some stops are in decline, and there is increasing car ownership in the LGA, enabling people to visit one of the seven static branch libraries.

The mobile library service is well promoted through vehicle signage, newsletters, the library website and brochures.

HOME LIBRARY SERVICE

Gosford Library offers a home delivery service for housebound residents in the Gosford Council area. The Outreach Services Librarian helps users select items for reading or listening. Volunteers then deliver and collect the items on a monthly basis. All items from the library’s lending collections are available including fiction books in standard and large print, non-fiction, talking books, music CDs, DVDs and magazines.

CHILDREN’S OUTREACH

Library staff visit a number of schools and preschools in the LGA, presenting literacy-based activities and programs. Storytimes are sometimes held offsite at preschools, parks and other locations.

CHALLENGES AND OPPORTUNITIES

Library staff noted the following challenges in the delivery of mobile and outreach services:

- The closure of Book Express – it was a valuable promotional tool for the library
- Maintaining or increasing borrowing rates to ensure that the mobile continues to be viewed as viable
- An increase in the number of potential home library service clients has already led to waiting lists and this situation could further worsen

Opportunities for the future include:

- Cross promotion of library programs and events with other Council related services, for example, partnering with Meals on Wheels at their community lunches by taking the mobile to the lunch venue
- Free WiFi for mobile customers (could be accessible only to registered library members)
- Developing a program of activities to be delivered from the mobile at other venues, for example, storytime on the beach in summer
- More partnership arrangements with Council, community and business.
- Greater participation of mobile library at community events
- Potential for cooperative projects with adjacent library services in Wyong and Hornsby.

QUICK STATS

- 20 hours per week
- 1268 members
- 10,197 loans per year
- 95 visits per week



/GOSFORD'S 'BOOKMOBILE'

Hawkesbury Library Service

CONTEXT AND BACKGROUND

The Hawkesbury Local Government Area is located towards the outer north-west of the Sydney metropolitan area, about 50 kilometres from the central business district. Hawkesbury is the largest local government area in metropolitan NSW, covering an area of 2,793 square kilometres with an estimated population of 65,114. The Hawkesbury region or LGA has many small townships and localities. The major centres are Windsor, Richmond and North Richmond.

The population is concentrated in the south-east corner of the LGA and thinly dispersed in the north and west. Over 80% of the population were born in Australia, and 6% were born in countries where English was not the first language. 37% of the people had completed Year 12 or equivalent (compared to 55% across the metropolitan area as a whole). 69% of homes had a broadband Internet connection. Hawkesbury has slightly higher numbers of children and young people than the Greater Sydney metropolitan area, and the largest population age group is 40 to 44 year olds. 42% of the population commute to work outside the area. 62% of households in Hawkesbury City had two or more motor vehicles, compared to 44% in Greater Sydney.³⁰

OUTREACH SERVICES

Hawkesbury Library provides a range of outreach services to the community.

HOME DELIVERY SERVICE

This is a complete library service, offered free to individual residents within the Hawkesbury Local Government Area, who through infirmity, disability or prolonged illness require access to the collections and services provided by the library. Services are provided through a Home Delivery Service where library items are delivered and exchanged to the home on a regular basis. Library staff develop a personal reading profile for each client, based on their likes and dislikes, then select material to be delivered by trained volunteers once a month. To be eligible to receive Home Delivery residents must be a library member and supply a doctor's certificate to confirm their disability.

NURSING HOME BULK DELIVERY

Nursing home bulk delivery is a regular service provided to nursing homes to provide a quality selection of material to meet the needs of residents. Library staff provide this service with assistance from Rotary's Inner Wheel volunteers.

SENIORS GROUP ACTIVITY SESSIONS

The library also runs seniors group activity sessions, offered once a month to seniors clubs and friendship groups. A selection of library material is taken to the group activity so members can choose their own material, as well as borrow and return items. Reservations and requests can be made free of charge and are supplied at the next session. Clients must be library members to use this service. Library staff provide this service.

RETIREMENT VILLAGES

A monthly service is available to residents of retirement villages, where a range of books, DVDs and CDs are taken to the village so that residents can choose their own material, as well as borrow and return items. Reservations and requests can be made free of charge and are supplied at the next visit. A room delivery service, where material is pre-selected, is offered to those who are unable to attend. Residents must be library members to use this service. Library staff provide this service with help from volunteers to deliver items.

Items delivered through the above services include talking books, large print material, CDs, DVDs; and a range of equipment is also available for loan such as CD players, magnifying glasses, page turners and book stands.

DEPOSIT STATIONS

The Library Service operates a number of deposit stations (book depots) throughout the Hawkesbury LGA. The depots aim to provide basic recreational material for local residents and workers. They contain adult paperback fiction, ranging from bestsellers to classics, which are rotated regularly, with new stock added each year. The depots are located in community centres (except at Bilpin where the collection is housed in the local hardware store) and are available during the opening hours of each of the locations. There are depots in Bilpin, Blaxlands Ridge, Bligh Park, Glossodia, Kurrajong, North

³⁰ <http://profile.id.com.au/hawkesbury> [accessed Nov 2014]

Richmond and Wisemans Ferry. The community centre at Bilpin has its own library collection.

Several of the depots are located reasonably close to library branches but there is limited or no public transport. The depots are stocked with clean good condition items donated to the library.



/LIBRARY DEPOSIT STATION AT THE HARDWARE STORE AT BILPIN

CHALLENGES AND OPPORTUNITIES

Library staff noted the following challenges in the delivery of outreach services:

- Many more potential home delivery clients than can be reached with current staff and resources
- Shifting rural populations as families move – one local school had 250 students several years ago and now has fewer than 75. This makes it difficult to offer library services long-term.
- Staff are unable to meet requests for school visits and can only make infrequent visits to playgroups, primarily to promote the library and its resources.
- Difficult to know what potential clients want from the library – there is a need for greater consultation and more extensive marketing.

Opportunities for the future include:

- More partnership arrangements with Council and community. Currently Meals on Wheels' drivers will take library items to residents in town, but cannot do rural deliveries. Members of Rotary have also done volunteer deliveries for the library. There is potential for a partnership with Anglicare.
- The purchase of a small mobile library vehicle (similar to Wollondilly, see page 63) to enable staff to reach remote communities with a wider range of stock.

- Online delivery of programs in villages and towns such as storytime sessions, author visits or book clubs.
- Use of tablets, eBook readers or devices such as LibraryBox for loading a range of material for remote users to access. This could include databases for high school students, books and films for book club members as well as home library service clients.
- Potential for value added (user pays) outreach for some clients for example, online requesting and postal delivery of items, small fee for best sellers.

Manly Library

CONTEXT AND BACKGROUND

Manly is located on the Northern Beaches, 10 kilometres northeast of Sydney. The local government area is small at only 15.14 square kilometres. The estimated population is 44,232.

Over 60% of the population were born in Australia, and 12% were born in countries where English was not the first language. Less than .03% of the population identify as Aboriginal or Torres Strait Islander. 70% of the people had completed Year 12 or equivalent (compared to 55% across Greater Sydney). 75% of homes had a broadband Internet connection. Manly has higher percentages of people aged between 30 and 50 than Greater Sydney, and the largest population age group is 35 to 39 year olds. The numbers of people in the older population groups (aged 75 +) is declining. Over 70% of the population work outside the LGA. 39% of households in Manly had two or more motor vehicles. The LGA scored 1,099.4 on the SEIFA Index, indicating a low level of disadvantage.³¹

MANLY LIBRARY AFLOAT

In 2007 Manly Library used grant funding from the Library Council of NSW to custom fit an electric golf cart for use as a 'Pop-up' library at the Manly Ferry Wharf. Manly Library Afloat ceased operation in June 2015.

Although the Library is close to the Wharf the service provided an alternative, convenient option for early morning commuters to the city, as it set up from 7.15 am to 9.15 am. Manly Library Afloat had its own collection of paper back, fiction and non-fiction, and eBooks. Customers requested items

from the main library collections, collected reserves and returned items. In addition to providing a service to commuters the cart was also a valuable promotional and marketing tool for council and the library, promoting library events and council notices and services. Staff at Library Afloat also frequently answered tourism and visitor related questions.

QUICK STATS - MANLY LIBRARY AFLOAT

20 hours per week
1 stop
1,633 loans (<1% of total circulation)
1,140 visits



/LIBRARY AFLOAT, MANLY

HOME LIBRARY SERVICE

Manly Library offers a home delivery service for housebound residents in the Manly Council area. The Home Library Coordinator helps users select items for reading or listening. Volunteers then deliver and collect the items on a fortnightly or monthly basis. All items from the library's lending collections are available including fiction books and genres in ordinary and large print, non-fiction, talking books, music CDs, DVDs and magazines.

CHILDREN'S OUTREACH

Library staff visit a number of schools and preschools in the LGA, presenting literacy-based activities and programs. Storytimes are held offsite at preschools, parks and other locations by appointment.

BOOK CLUB KITS

The Library has a number of Book Club kits available for loan. At least one member of the Club must be a registered library member and ten copies of each title, with notes, are available for a 6-week loan.

BALGOWLAH SEAFORTH LIBRARY

Although not considered a deposit station, the Balgowlah Seaforth Library run by volunteers, as a Section 355 Committee of Manly Council, provides a library collection for residents in this part of the LGA.

CHALLENGES AND OPPORTUNITIES

Library staff noted the following challenges in the delivery of mobile and outreach services:

- Maintaining or increasing borrowing rates to ensure that Library Afloat continues to be viewed as viable.
- Decline in number of potential home library service clients as older people move out of the LGA (due to the closure of a number of nursing home facilities) and the high cost of real estate in Manly LGA.

Opportunities for the future include:

- Cross promotion of library programs and events with other Council related services, for example, partnering Meals on Wheels at their community lunches by taking Manly Library Afloat to the lunch venue
- Targeting express bus commuters
- Free WiFi for customers
- Developing a program of activities to be delivered from Library Afloat at other venues, for example, storytime on the beach in summer
- More partnership arrangements with Council, community and business
- Greater participation of Library Afloat at community events
- Potential for additional cooperative projects with adjacent library services.

Richmond Tweed Regional Library (RTRL)

CONTEXT AND BACKGROUND

The Richmond Tweed region is in far northern NSW, extending from Lismore in the south to the Queensland border. Much of the area is national park and the region is a favourite tourist destination. Overall, the region is experiencing population growth; although the population of some smaller towns and settlements is ageing and declining, many areas are attracting younger 'sea and tree changers'. The region is well serviced for educational, health and transport facilities.

The Richmond Tweed Regional Library provides library services to approximately 207,698 constituents of four local government areas, being the shires of Ballina, Byron, Lismore and Tweed. The service consists of a regional headquarters, 12 stationary library branches and one mobile library vehicle, and services an area of 3,661 square kilometres.

MOBILE LIBRARY SERVICE

The mobile library vehicle visits sites in all four Council areas of the RTRL. Annually it travels in excess of 35,000 kilometres, and visits 23 stops. The communities on the mobile library route vary considerably, from larger settlements such as Ocean Shores to small and more remote villages including Empire Vale and Dunoon.

RTRL has delivered mobile library services since 1980 and currently has one vehicle, a large (54sq m) articulated prime mover, purchased in 2005. The vehicle was specially commissioned and purchased mobile ready.



/RTRL MOBILE LIBRARY

The mobile library service schedule (operating on a six day a week fortnightly cycle) undergoes continual review to maximise efficiency and exposure. Adjustments are occasionally made to service points to better reflect demand.

The mobile is staffed by a driver/library assistant (1.6 EFT), supported by RTRL Headquarters staff. The service offers 44 face-to-face service hours per fortnight at 23 stops. The total annual mobile budget (2014-15) is \$193,703. There are over 2,700 registered mobile members, and in 2013-14 there were approximately 49,237 items loaned. The on board computers offer Internet access, Microsoft Office, gaming, CD burn and play, media player and USB drives.

The mobile has its own dedicated collection and library users are also able to access any items in the RTRL collections, and through inter-library lending (for a small fee). Large print, talking books and foreign language materials are also available, either from the RTRL collection or the State Library of NSW.

The collections on the mobile include adult fiction and non-fiction, junior non-fiction and fiction, youth non-fiction and fiction, music CDs, stories on CD, DVDs (adult and junior), and magazines. Users are also able to access local history and genealogy resources through the free public WiFi or on board desktop computers. Members can borrow a range of items online through RTRL's eLibrary such as eBooks, eAudio, and eMagazines. Access is also available to a wide range of databases and online reference materials. A library membership number and password is required to access online resources.

A lift is fitted to the truck to assist those who are disabled or frail to access the collections and services on board.

The mobile service features on the RTRL Facebook page, which is used to provide updates on the schedule, collections, and resources or just to provide some interesting information to members. The service is also promoted through the RTRL website, member councils' websites and newsletters, local media and brochures and flyers. The vehicle itself has striking graphics and signage, including details of the sponsor, Teachers Mutual Bank.

CHALLENGES AND OPPORTUNITIES

Mobile staff noted the following challenges:

- The loan and visit statistics do not adequately measure the real value of the service in rural and remote areas. The mobile library operators develop close professional relationships with their customers, who rely on the service. It can be difficult to measure the impact of this.
- High replacement cost (possibly \$1m+ next time) and increasing maintenance and running costs.
- Some stops are too short and adjustments to the schedules may need to be made.
- Promotion of the service could be enhanced with better signage at stops, including web address and/or QR code.
- Some level of isolation is felt by mobile operators e.g. they are often not able to attend branch staff meetings and have limited access to training and professional development opportunities.

Opportunities for the future include:

- Diversification in the range of services provided – programs and events could be presented on board or at other venues; the vehicles could attend community events, shows, festivals etc.
- Partnerships with other service providers could have mutually beneficial outcomes e.g. with other Council-provided services such as disaster relief or children's services; or with health and education providers.
- Further/increased sponsorship.

HOME LIBRARY SERVICES

All branch libraries provide a home library service for their local residents, as does the mobile library. Library staff or volunteers select reading and audio-visual materials for customers based on their interests and reading preferences. These items are delivered to homes throughout the region.

OUTREACH SERVICES

A range of outreach services are also delivered across the library network. These include supporting book clubs, school and pre-school visits and attendance at community events, and writers' festivals. Bulk loans are made to several organisations in the region such as the Filipino Association and refugee support groups. Culled books are also sent to the Winsome and Lismore Soup Kitchen Inc.

LET'S READ

Lismore Let's Read is an initiative of the YWCA Lismore Communities for Children encouraging children to enjoy books, in partnership with the Rotary Club of Lismore and Richmond Tweed Regional Library. Children at ages 4, 12 and 18 months and 3 ½ years receive a pack containing information leaflets, suggested book lists, a DVD and a free book.

HUMAN LIBRARY

In most libraries readers come in, sign out books, read them and return them, but visitors to a Human Library are given the opportunity to speak informally with 'people on loan', willing to share their unique perspectives, cultural histories, and experiences. These people vary in age, gender and cultural background. The Human Library enables groups to break stereotypes by challenging the most common prejudices in a positive and humorous manner.

Lismore's Human Library, now in its eighth year, aims to encourage understanding between people and to build social cohesion in the community. Regular sessions are held once a month at Lismore Library. The Living Books also visit local aged care facilities on a bi-monthly schedule. Sessions can be held by arrangement either in the library or at other locations such as schools.

LIBRARY ON THE GO

The Library on the Go (LOG) outreach program targets local preschools and childcare facilities in the Tweed Shire. It aims to foster a love of reading in the early childhood years, build literacy skills and to promote the library services. Library staff visit the centre and present a lively and interactive story time session with age appropriate picture books followed by a themed craft.

Sessions involve storytelling, music and craft activities, similar to the in-library programs. Two staff attend each session. The library has also given a number of boxes of donated or discarded picture books to the centres.

MEMORIES ON THE MOVE

Memories on the Move (MOM) takes the library out to community members living in aged care facilities within the Tweed Shire who are not able to visit the library. Library staff conduct storytelling

sessions with groups of local residents to encourage reminiscing, sharing of stories and memories with plenty of group interaction.

The program is based on one developed by Campaspe Library in Victoria. Library staff have compiled themed kits comprising stories, jokes and poems that are presented to the audience while a PowerPoint runs in the background with relevant photos and images. Themes include shopping, transport and fashion. Discussion and interaction is triggered by the stories and images. Staff report that the library sessions are now just as popular with children and grandchildren as residents.



/MEMORIES ON THE MOVE*

*This photo was taken at a recent Australian theme session. Staff showed photos, and shared interesting facts, stories and poems. But this time they downloaded video clips (newsreels, clips from movies etc.), a new component of the program, and led a rousing sing-along of 'I love to have a beer with Duncan'!

CHALLENGES AND OPPORTUNITIES

Library staff noted the following challenges:

- Finite resources limit development of additional, new programs (rate pegging). Region-wide programs are particularly difficult to organise.
- Increasing need for branches to become community-focused spaces is placing more demands on staff as they strive to deliver relevant and appropriate outreach.
- Difficulty of measuring success of programs beyond quantitative data.

- Cost shifting by other tiers of government has led to an unacceptable level of 'digital divide' in rural and remote areas.
- Demand for programs such as MOM and LOG exceeds the Library's capacity to deliver.

Future opportunities include:

- Use of video and online presentations and programs
- More streamlining and homogeneity of packages and kits (opportunity for Headquarters staff to prepare 'generic' material to send to branches, to customise)
- A Pop-up library that would allow RTRL to showcase its services at community venues
- Expansion of the MOM program, using volunteers to increase reach.

Riverina Regional Library (RRL)

CONTEXT AND BACKGROUND

The Riverina is an agricultural region in southern NSW, producing fruit and vegetables, citrus, grain crops and livestock. Wagga Wagga is the only city in the region, and is experiencing population growth. The population of the smaller towns and settlements in the region is, in general, ageing and declining, although some areas are attracting younger 'tree changers'. The region is well serviced for educational, health and transport facilities, and hosts two major Australian Defence Force training bases.

The Riverina Regional Library is the largest regional library service in NSW. It provides library services to approximately 130,620 constituents of 13 local government areas, being the shires of Bland, Coolamon, Cootamundra, Corowa, Greater Hume, Gundagai, Junee, Lockhart, Temora, Tumbarumba, Tumut, Urana and the City of Wagga Wagga. The service consists of a regional headquarters, 18 stationary library branches and two mobile library vehicles, and services an area of 39,270 square kilometres (5% of the total area of NSW).

The concept of Service Level Agreements (SLAs) between the Riverina Regional Library and its member Councils was introduced as part of an organisational review undertaken in 2004. As a strategy, SLAs ensure consistency, equity and transparency of library service provision to member Councils, and provide a mechanism to measure outputs against inputs. The SLAs detail

the minimum level of service that will be provided, (each party may choose to exceed that minimum level of service by negotiation at any time), the range of services provided, the responsibilities of all parties to the agreement, and prescribed key performance indicators to measurable outputs. For more details see the RRL website³².

MOBILE LIBRARY SERVICE

The two mobile library vehicles cover much of the RRL service area as well as providing services to two Victorian council areas (Indigo and Towong) on a service contract basis. Annually they travel in excess of 64,000 kilometres. The communities on the mobile library routes vary considerably, from suburban Wagga Wagga (total population 62,000) to small and remote villages such as Beckom, (110km from Wagga Wagga, population 170).

RRL has delivered mobile library services since 1979, and currently has two vehicles; a large (45 sq m) articulated prime mover, purchased in 2012, and a smaller (22 sq m) rigid frame pantech that is 12 years old. Both vehicles were specially commissioned and purchased mobile-ready.

The mobile library service schedule undergoes continual review to maximise efficiency and exposure. Adjustments are occasionally made to ensure that service points best reflect demand.

The mobiles are staffed by mobile library operators who multi-task as heavy vehicle drivers and frontline library service staff (2 EFT). RRL Support and eServices Division staff provide administrative support as well as 'library service' support when relief drivers are engaged to cover mobile library operator absences. Between them the trucks offer 92 face-to-face service hours per fortnight at 60 service points. The total annual mobile budget (2014-15) is \$429,048. There are over 2,800 registered mobile members, and in 2013-14 there were nearly 50,000 items loaned. The on-board computers offer Internet access, Microsoft Office, gaming, CD burn and play, media player and USB drives.

The mobiles have their own dedicated collections and library users are also able to access any items in the RRL collections, and through inter library lending (for a scheduled fee). Large print, talking books and foreign language materials are also available, either from the RRL collection or the State Library of NSW.

The collections on the mobiles include adult fiction and non-fiction, junior non-fiction and fiction, youth non-fiction and fiction, music CDs, stories on CD, DVDs (adult and junior), and magazines. Users are also able to access local history and genealogy resources through the free public WiFi or on-board desktop computers. Members can borrow a range of items online through RRL's eLibrary such as eBooks, eAudio, eMagazines, Online Antiques reference, eMusic, eFilm, and eStorytimes. RRL's Information Online service gives access to a wide range of databases and online reference materials (although Ancestry.com is not available on the mobiles). A library membership number and password is required to access online resources.

A lift is fitted to both vehicles to assist those who are disabled or frail to access the collections and services on board. A television that is fitted in the Northern Mobile Library transmits information about community and library events/information. A home library service is available, via the mobiles, on request.

The mobile service has its own Facebook page, which is used to provide updates on the schedule, collections, and resources or just to provide some interesting information to members. The service is also promoted through the RRL website, member Councils' websites and newsletters, local media and brochures and flyers. The vehicles themselves have striking graphics and signage, creating 'significantly visible billboards for RRL as they travel around the region.'

QUICK STATS - RIVERINA REGIONAL LIBRARY MOBILES

92 hours per week
2,846 members (8% of total registered members)
49,969 loans (8% of total RRL loans)
60 stops

CHALLENGES AND OPPORTUNITIES

Mobile staff noted the following challenges:

- The loan and visit statistics do not measure the real value of the service in rural and remote areas. The mobile library operators develop close professional relationships with their customers, who rely on the service. There needs to be a way to capture and 'measure' this.

³²<http://rrl.nsw.gov.au/riverina-regional-library/about-rrl/>

- The population loss in many small communities has resulted in low visit/loan numbers at some service points.
- There is low use by Indigenous communities although there is a recognised need.
- Attrition in service requirements and subsequent reduction in contributions, by some member Councils will impact on service delivery.
- High replacement costs (possibly \$1m+ next time) and increasing maintenance and running costs.
- Some service points are too short in duration – almost as much time is spent on set up and packing as face-to-face with customers. Future adjustments to the schedules will help alleviate this.
- Promotion of the service could be enhanced with better signage at stops, including web address and/or QR code.
- Mobile operators feel some level of isolation. They are often not able to attend branch staff meetings and have limited access to training and professional development opportunities.

Opportunities for the future include:

- Diversification in the range of services provided – programs and events could be presented on board or at other venues; the vehicles could attend community events, shows, festivals etc.
- Partnerships with other service providers could have mutually beneficial outcomes e.g. with other Council-provided services such as disaster relief or children’s services; or with health and education providers.

- There is a possibility of developing an alternate service delivery model, although this was not detailed.

OUTREACH SERVICES

The Outreach and Promotions Division of RRL provides services to branch libraries for delivery onsite or elsewhere. This is a point of difference from the outreach delivered by individual libraries to their customers, as it provides no direct service to library users. The SLAs determine the number of services and programs provided. It is not costed on a per capita basis, but was established on levels of usage at the time when the SLAs were put in place.

Outreach and Promotions staff liaise with branch staff, at branch meetings and training days, and at planned branch visits, to identify programs for delivery to their communities. They have developed a number of presentations for branch staff to deliver to their communities and have made them available through the DIY Programs page on the staff portal. These programs include a user education package for eReaders and the RRL eLibrary, a promotional and user education presentation on RRL’s eResources including PowerPoint presentations, speaker’s notes, and handouts to promote all library services to the community.

Software has been purchased so Outreach and Promotions staff can create eLearning videos. Videos to assist library members in the use of RRL’s eResources have been created and staff will continue to create videos as needed. This technology has great potential in enhancing our capacity to deliver programs electronically.

The programs available in ‘kit form’ include children’s and preschoolers’ activities, and are designed to be delivered by Outreach staff in accordance with SLA specifications, and also by staff at branch libraries. RRL runs a highly successful Book Club program that currently has 84 clubs and 250 Book Club titles. Clubs generally consist of 10 members who meet on a monthly basis to discuss their current read. The clubs are managed on a subscription basis and are income-generating (\$400 per club per year).

In addition to programming, the division is focusing on learning programs that can be delivered by Outreach Services staff as part of the RRL Service Level Agreement commitment, and that build



/THE MOBILE LIBRARY STOPS HERE!

capacity so that branch staff are able to enhance local program delivery to their communities. The learning programs currently available and in development include:

- Discovering eReaders (this program comes with a kit with various eReaders for staff and community members to become familiar with)
- Introduction to Ancestry.com
- Communities Need Libraries
- iPad Basics
- Trove Around the Riverina
- Smart phones, Tablets and Your Library
- eStuff and
- How Smart is Your Phone?

These programs target various groups including seniors, library non-users and school students.

CHALLENGES AND OPPORTUNITIES

Outreach and Promotions staff noted the following challenges:

- Some reluctance on the part of branch staff to deliver programs themselves, resulting in an over reliance on Outreach staff. This is a timing and training issue, as the process of greater independence in program presentation at branch libraries continues to develop.
- Finite resources limit development of additional, new programs. It is noted that the RRL member council contribution model sees operational expenses (everything except labour costs) increase annually by rate pegging. For example, in 2014-15 this resulted in an operational budget increase of just 2.3%.
- Increasing need for branches to become community-focused spaces is placing more demands on Outreach staff as they train and up-skill branch staff, particularly in the smaller centres.
- Difficulty of measuring success of programs beyond quantitative data.
- Cost shifting by other tiers of Government has led to an unacceptable level of 'digital divide' in rural and remote areas.

Future opportunities include:

- Greater use of videos and online presentations and programs.
- More streamlining and homogeneity of packages and kits prepared by Outreach staff will allow

faster delivery to branches and opportunities to customise for their communities.

- The development of a Pop-up library to allow RRL to showcase technology and services, where the community gathers.



/ONE OF THE RIVERINA REGIONAL LIBRARY MOBILES

Shoalhaven Libraries

CONTEXT AND BACKGROUND

The Shoalhaven Local Government Area is located 160 kilometres south of Sydney, and covers an area of 4,660 square kilometres with an estimated population of 97,694, which is growing rapidly. A large part of the LGA is national park or state forest. The Shoalhaven is home to 49 small towns and rural localities. The major city centre is Nowra.

Over 81% of the population were born in Australia, and 5% were born in countries where English was not the first language. Close to 5% of the population identify as Aboriginal or Torres Strait Islanders. 30% of the people had completed Year 12 or equivalent (compared to 34% across regional NSW as a whole). 60% of homes had a broadband Internet connection. Shoalhaven has higher percentages of people aged over 60 than regional NSW generally, and the largest population age group is 60 to 64 year olds. Nearly 80% of the population work locally or within the LGA. 33% of households in Shoalhaven had two or more motor vehicles.³³

Note: Extensive community consultation regarding the future provision of library services to Milton

³³ <http://profile.id.com.au/shoalhaven> [accessed Nov 2014]

was undertaken in 2014. One of the options was the closure of the branch, with library services to be delivered through Ulladulla branch and the mobile library service. However, overwhelming community support for the branch library has resulted in a council decision to retain the branch at its current opening hours.

MOBILE LIBRARY

Shoalhaven's Mobile Library operates on a fortnightly timetable with 45 stops, in towns, villages, schools and retirement homes. Many of these stops are of a very short duration. The mobile carries a wide range of stock including fiction books (adult, junior, youth), non fiction (adult, junior, youth), large print fiction and non-fiction books, magazines, talking books, and DVDs for adults and juniors.

The current vehicle is due for replacement within the next two years, and the service is currently under (regular) review.

QUICK STATS - SHOALHAVEN MOBILE

35 hours per week
45 stops
25,000 loans (5% of total loans)
1,400 visits



/SHOALHAVEN LIBRARY'S MOBILE

OUTREACH SERVICES

In recognition of the wide range of services provided 'outside the walls', Shoalhaven Library has a dedicated outreach team. Their aim is to deliver services beyond the library, identify and connect with current non-users and promote the library to the community.

The library is well respected within the community and is frequently approached to host events or displays. Staff keep a register of outreach events and programs, which are developed according to monthly themes across both children's and adult programming.

The library uses social media as both an outreach and promotion tool.

HOME LIBRARY SERVICE

Shoalhaven Libraries offers a home delivery service where items are loaned for a period of up to 3 months. It offers a wide variety of library materials including a range of popular fiction books and genres in ordinary and large print, non-fiction subjects such as craft, biographies, cooking, history, etc., audio books (CD and Playaways), music CDs and magazines.

The mobile also delivers to HLS clients on its runs.

BULK DELIVERY

Boxes of large print and talking books are delivered to some nursing homes via the mobile.

CHILDREN'S OUTREACH

Library staff visit a number of schools in the LGA, presenting Readers' Theatre and other literacy-based activities and programs. Storytimes are held offsite at preschools, parks and other locations.

The Books for Babies initiative (every new baby born in the Shoalhaven received a gift pack from the library with a book and information on the importance of reading) was hugely successful and the Library is seeking sponsorship to continue the program.

LIFELONG LEARNING ACTIVITIES

The library participates in many community activities and celebrations such as Law Week, Seniors Week, and Harmony Day. These are used to promote the services and resources of the Library. Library staff speak regularly to community groups, for example, Probus, Hospital Auxiliary or U3A, and at Council events.

Computer training is conducted at Sanctuary Point, and Library staff speak at other computer clubs in the LGA about Library e-Resources.

CHALLENGES AND OPPORTUNITIES

Library staff noted the following challenges in the delivery of mobile and outreach services:

- Limited capacity to extend the reach of the mobile service due to staff availability and the size and distribution of the population.
- More potential home library service clients than can be reached with current staff and resources.
- Rapid population growth in both Nowra and smaller towns and villages.

Opportunities for the future include:

- The possible replacement of the current prime mover and trailer with two smaller vehicles (similar to Wollondilly model below).
- Developing a program of activities to be delivered from the mobile, for example, storytime.
- More partnership arrangements with Council, community and business, similar to existing arrangements with Telstra for Tech Savvy Seniors' training.
- Changes to service delivery e.g. use of volunteers to assist with outreach services.
- Greater participation in community events e.g. with a Pop-up library presence.

Wollondilly Library

CONTEXT AND BACKGROUND

Wollondilly Shire is located on the south-western edge of Sydney, about 90 kilometres from the central business district. Wollondilly covers an area of 2,560 square kilometres with an estimated population of 46,295, which is growing steadily. A large part of the shire is national park or water catchment. Wollondilly is home to a number of small rural localities and growing suburbs such as The Oaks. The major town centres are Picton, Thirlmere and Appin.

Over 85% of the population were born in Australia, and 5% were born in countries where English was not the first language. 35% of the people had completed Year 12 or equivalent (compared to 55% across the metropolitan area as a whole). 71% of homes had a broadband Internet connection. Wollondilly has higher numbers of children and young people than

the Greater Sydney metropolitan area, and the largest population age group is 5 to 9 year olds. Over 58% of the population commute to work outside the area. 68% of households in Wollondilly had two or more motor vehicles, compared to 44% in Greater Sydney.³⁴

MOBILE LIBRARY

Wollondilly's mobile libraries operate on a weekly timetable visiting sixteen townships. As well as a wide selection of items to borrow, the mobiles also provide laptop/tablets, free WiFi Hotspot Internet access, printing, photocopying and many other services and resources.

The new mobile library service consists of two custom-fitted vans, and has been on the road since November 2013, replacing a single larger vehicle. The new service visits sixteen locations throughout the Wollondilly Shire, visits each location weekly, has a rotation system to ensure that new stock is available each week and all library staff are now rostered to the mobile.

The Mobile Library offers 5,000 to 6,000 titles ranging from new releases to children's titles, CDs, large print and talking books, as well as Council exhibitions and information. Collections are floating and are shelved where they are returned – mobiles or Picton Library. The air-conditioned vehicles also offer wheelchair access, four personal computers and a printer, a scanner and a photocopier.



/MOBILE LIBRARY, WOLLONDILLY

³⁴ <http://profile.id.com.au/wollondilly> [accessed Nov 2014]

QUICK STATS - WOLLONDILLY MOBILE LIBRARY

68 hours per week
16 stops
2,037 members (18% of total registered members)
5,720 visits
13,304 loans (11.5% of total loans)



/WHEELCHAIR LIFT FITTED TO REAR OF THE MOBILE

OUTREACH SERVICES

Wollondilly Library provides a range of outreach services to the community. The library is limited in size and having programs offsite is often the only way they can be held. A significant number of their programs are organised in partnership with other departments of Council such as Children's and Community Services. The mobile vans can go out in conjunction with the Dilly Wanderer. The Dilly Wanderer is a mobile community information and development service which provides community information, referral pathways, Council information and children's activities across twelve different venues in the Wollondilly Shire during school terms. The Dilly also provides school holiday programs across the Shire for children and young people.

HOME LIBRARY SERVICE

Wollondilly's HLS has been designed to ensure that each house bound customer receives a library service tailored to suit their individual needs. All library resources are available for loan, including

audio books and large print books, and are selected by library staff. The Home Library Service delivers fortnightly, relying primarily on volunteers. Wollondilly Library offers Audio-Read Navigators to its HLS customers. The Navigator allows the vision impaired to listen to pre-recorded talking books using a portable device.

Fortnightly bulk deliveries are made to two retirement villages in the Shire. Items delivered through the above services include talking books, large print material, CDs, and DVDs.

CHILDREN'S OUTREACH

Weekly storytimes are held at various locations in the Shire and school holiday activities are held in council halls in Picton and Warragamba.

Library staff visit 14 local schools on a regular basis, presenting book talks, readers' theatre and other activities.

LIFELONG LEARNING ACTIVITIES

The library holds a number of art and craft workshops and information sessions annually in Bargo and Picton. The library also participates in many community activities and celebrations such as Law Week, Seniors Week, and Harmony Day. These are used to promote the services and resources of the library. Library staff (and the mobiles) appear regularly at Council events, expos and fairs.

Tech Savvy Seniors classes are held regularly at the retirement village in Bargo, which is also the venue for one of the library's book discussion groups.

CHALLENGES AND OPPORTUNITIES

Library staff noted the following challenges in the delivery of outreach services:

- Limited face-to-face access hours due to staff availability and the vast geographic size of the Shire.
- With the closure of the library for renovations in 2015, it is expected there will be an increased need for mobile services.
- Lack of suitable venues within the Shire from which to deliver outreach.
- More potential home library service clients than can be reached with current staff and resources.
- Rapidly increasing population in new growth areas.

Opportunities for the future include:

- All library staff recognise the value and importance of outreach and are keen to be rostered to the mobiles.
- Developing a program of activities to be delivered from the mobiles, for example, 'one to one' mobile device tutorials, storytime outdoors, and Yourtutor and eResources information sessions with parents and kids.
- More partnership arrangements with Council, community and business.
- Shire population forecasts anticipate a growth from 45,588 in 2014 to 56,000 by 2030. This increase will result in greater opportunities for patronage of the mobile library service.
- The increased media coverage that will accompany the renovation and re-opening of Picton Library, will offer new promotional options for the mobile service.

Summary Statement of Work

The State Library, on behalf of the NSW Public Library Network Research Committee, is commissioning and funding a project to research Mobile Library and Outreach Models, to gain an understanding of current practice with a view to establishing best practice guidelines.

Expressions of interest are invited from suitably qualified contractors to conduct the review.

BACKGROUND

Mobile Library services in NSW libraries promote equitable access to library services by taking library services to people in remote areas.

MOBILE LIBRARY MODELS

In NSW, mobile libraries have traditionally been offered via vehicles (trucks, semi-trailers) however any library service that does not stay in one place may be classed as a mobile library.

There are currently 22 traditional mobile library services operated by NSW public libraries. There are also a growing number of library services that are offered via smaller vehicles, portable library service outlets (for example at train stations, airports, ferry wharves) and 'pop-up' libraries which can be offered at different locations at different times.

OTHER OUTREACH MODELS

In addition to mobile library services there are 59 public library public service outlets or deposit stations in static locations in remote communities. These deposit stations typically provide limited collection access only.

Most NSW public libraries offer limited personalised delivery models including home library services for clients who are not able to attend the library.

Broken Hill City Library operates the Outback Letterbox Library, which delivers collection items to remote residents of Central Darling Shire and the Unincorporated Area of NSW.

THE PROJECT

Library services are evolving in accordance with changes in service expectations, community demand and access to technology. There is considerable scope for these influences to extend beyond library walls to mobile and outreach services.

The project has a wide scope, and it is important that a range of library outreach models are considered in the research. Some models will

however warrant further detail than others. Agreement on the main typologies will be clarified at the project's inception.

Scope of Work

AIM OF THE RESEARCH

1. To identify the current range and scope of NSW public library mobile and outreach service models, including an overview of the historical development of these models.
2. To explore the strengths, weaknesses, costs, benefits and opportunities of different outreach models used within NSW public libraries
3. Develop good practice guidelines for NSW public library mobile and outreach services.

METHODS

A research design based on mixed methods is recommended.

The methodology needs to incorporate:

- desktop research, site visits and appropriate surveys to identify current models of public library outreach and mobile services in NSW.
- statistical analysis of usage data for NSW public library mobile and outreach services.
- consultation with NSW public libraries currently operating mobiles or outreach services.
- analysis of services in other jurisdictions as appropriate.

PROJECT DELIVERABLES

1. Undertake research to identify current NSW public library outreach service and mobile library models.
2. Develop clear descriptions of the various models of outreach and mobile services which include - service offerings, collections, technology access, type of transport used, staffing, budget, target groups, frequency of visits, locations and reach of outreach services models.
3. In consultation with mobile and outreach service providers identify the strengths, weaknesses, costs, benefits and opportunities of different service models.

4. Identify key performance indicators for NSW mobile and outreach services.
5. Review and adaption of existing mobile library guidelines, including the IFLA mobile library guidelines, for the NSW context.
6. Develop good practice guidelines for NSW public library mobile and outreach services for endorsement by the Library Council of NSW and inclusion in the State Library of NSW's Standards and Guidelines for NSW public libraries.

OUTCOMES

- The range and scope of outreach and mobile service models are identified.
- The strengths, weaknesses, costs and benefits of different models are identified.
- Recommended key performance indicators for mobile and outreach services are developed.
- Recommended good practice guidelines for NSW library mobile and outreach services are developed.

A better understanding of the costs and benefits of different outreach and mobile services models, and examples of good practice in the provision of these services will enable NSW public libraries and their councils to make informed decisions on the provision and development of such services.

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All copyright and intellectual property subsisting in any documents provided in relation to this contract will vest in the Library Council of New South Wales.

RESPONSIBILITIES

Project Management Team: The project will be overseen by a project management team consisting of State and Public Library representatives.

THE TEAM WILL:

- provide background material and information
- provide feedback and comments on draft documents as required
- review and approve (with amendments as necessary) methodology and timetable for the project, draft documents, draft guidelines, tools, and final documents, guidelines and tools

Liaison between the contractor and the project management team will be through the Manager,

Funding and Advisory Services, State Library of New South Wales.

CONTRACTOR(S)

The Contractor(s) will:

- develop a methodology and timetable for the project, to be approved by the Project Management Team
- implement this methodology to achieve the desired outcomes
- prepare and circulate minutes of meetings with the Project Management Team
- prepare survey and other deliverables as outlined in the project outline for approval by the Project Management Team
- prepare a bibliography and index for inclusion in the report
- present the final documentation in an electronic form approved by the State Library of New South Wales and provide a number of paper copies.

STATE LIBRARY

The State Library of New South Wales will:

- brief the contractor and provide background material
- assist and enable personnel to participate in the process,
- provide a venue for meetings, stakeholder consultation and for presentations by the contractor to the project management team
- distribute draft documents as required
- publish the revised work in print and electronic form and will provide specific instructions to the Contractor(s) to enable efficient production of the printed and electronic documents.

Survey Questionnaire

NSW Public Library Network Mobile and Outreach Library Study

Welcome!

The State Library, on behalf of the NSW Public Library Network Research Committee, is commissioning and funding a project to research Mobile Library and Outreach Models, to gain an understanding of current practice with a view to establishing good practice guidelines.

AIM OF THE RESEARCH

- 1) To identify the current range and scope of NSW public library mobile and outreach service models, including an overview of the historical development of these models.
- 2) To explore the strengths, weaknesses, costs, benefits and opportunities of different outreach models used within NSW public libraries
- 3) To develop good practice guidelines for NSW public library mobile and outreach services.

All public libraries in NSW are encouraged to complete this online survey, seeking quantitative evidence on the range of mobile and outreach services they deliver, and also qualitative data on the opportunities and challenges they are experiencing, and their vision for the future of library outreach.

Introduction

You are only asked to complete the sections of the survey that are relevant to your service. Prior to commencing the main survey you will be asked to select the services relevant to your library

This survey is in three (3) main sections (Mobile, Outreach and Deposit Station) which are defined as follows:

- 1) **Mobile Library:** a vehicle designed for use as a library and may contain many of the services of a fixed / physical branch e.g. books (and other collection items), computers, and activity spaces (inside and out). Mobile libraries are often used to provide library services to areas that have no library buildings. They can also service groups or individuals who have difficulty accessing libraries, for example, residents of aged care facilities, and to supply additional services to schools.
- 2) **Outreach Service:** services provided outside library premises e.g. home library, programs for non-users, remote or isolated communities, the under-served, and people with special needs within the community etc. This could also include pop-up services, vending outlets, commuter services, and services designed to reach specific groups e.g. marginalised or special needs groups such as the homeless.
- 3) **Deposit Station or Public Service Outlet:** A service point that may be operated by library staff and/or volunteers. They are usually open for limited hours and are stocked with a small collection of books and other library materials that are changed periodically. Computer access to the library's catalogue may also be provided.

Service Details

*** 1. Service Details (please complete all boxes)**

Name of Library Service

Contact Name

Contact Email

Contact Telephone

NSW Public Library Network Mobile and Outreach Library Study

*** 2. Please select all services that are provided by your library:**

Mobile Library Service

Outreach Library Service

Deposit Station / Public Service Outlet

Mobile Library Services

A vehicle designed for use as a library and may contain many of the services of a fixed / physical branch e.g. books (and other collection items), computers, and activity spaces (inside and out). Mobile libraries are often used to provide library services to areas that have no library buildings. They can also service groups or individuals who have difficulty accessing libraries, for example, occupants of retirement homes, and to supply additional services to schools.

*** 3. Mobile Library Service Overview**

When was the service established?

Approximate number of kilometres traveled per year (all vehicles)?

*** 4. Approximate age of vehicle? (please use a number e.g. 1 = 1 year old, 1.5 = 1 and a half years old)**

Vehicle 1

Vehicle 2

Vehicle 3

5. Approximate size of vehicle (floorspace m2)? Please provide number only e.g. 20

Vehicle 1

Vehicle 2

Vehicle 3

*** 6. Type of vehicle?**

	Articulated Vehicle - Prime Mover	Articulated Vehicle - Trailer	Rigid Frame - Prime Mover	Rigid Frame - Trailer	Bus	Van
Vehicle 1	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vehicle 2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vehicle 3	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

7. Current approximate replacement value of vehicle? e.g. \$250,000

Vehicle 1

Vehicle 2

Vehicle 3

NSW Public Library Network Mobile and Outreach Library Study

8. (If known) when is the mobile due for replacement? e.g. year

Vehicle 1

Vehicle 2

Vehicle 3

*** 9. Was the vehicle purchased mobile ready?**

	Yes	No
Vehicle 1	<input type="radio"/>	<input type="radio"/>
Vehicle 2	<input type="radio"/>	<input type="radio"/>
Vehicle 3	<input type="radio"/>	<input type="radio"/>

Comments

*** 10. Is there a dedicated loading dock or space for the vehicle?**

	Yes	No
Vehicle 1	<input type="radio"/>	<input type="radio"/>
Vehicle 2	<input type="radio"/>	<input type="radio"/>
Vehicle 3	<input type="radio"/>	<input type="radio"/>

Comments

Current State of Service

11. Which statement best describes your mobile library service?

Service demand is growing

Service demand is static

Service demand is declining

Comments

12. Do you have the resources to:

	Yes	No	Unsure
Meet current service demands	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meet future service demands	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increase service delivery levels	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments

NSW Public Library Network Mobile and Outreach Library Study

13. General Comments

Mobile Collections

*** 14. What type of collections does your mobile library service provide?**

<input type="checkbox"/> Audio books	<input type="checkbox"/> Large Print
<input type="checkbox"/> CDs	<input type="checkbox"/> Magazines
<input type="checkbox"/> Children's collection	<input type="checkbox"/> Multicultural
<input type="checkbox"/> DVDs	<input type="checkbox"/> Non-fiction
<input type="checkbox"/> E-books	<input type="checkbox"/> Reference
<input type="checkbox"/> Fiction	<input type="checkbox"/> Youth collection

Comments

*** 15. Does the mobile have its own dedicated collection?**

	Yes	No
Vehicle 1	<input type="radio"/>	<input type="radio"/>
Vehicle 2	<input type="radio"/>	<input type="radio"/>
Vehicle 3	<input type="radio"/>	<input type="radio"/>

Comments

16. What other collections would you like to provide? (please specify)

Mobile Services

NSW Public Library Network Mobile and Outreach Library Study

***17. What services does your mobile library provide?**

Computer access e.g. PCs
 Internet / WiFi access
 Home Library Service Delivery
 Tablets for use e.g. iPad

Tablets for loan e.g. iPad
 Copying and printing
 None of the above

Other / Comments

18. What other services would you like to provide? (please specify)

Mobile Programs and Activities

19. What type of programs and activities do you currently provide? (please specify)

20. What type of programs and activities would you like to provide? (please specify)

Mobile Library Service Staffing

This section of the study seeks to ascertain numbers and qualifications of staff used in service delivery, face to face service hours, and whether or not they are dedicated mobile service staff etc. or share other library duties.

Comments are also sought regarding volunteer use and staffing generally.

***21. Number of DEDICATED staff, volunteers etc. used for the delivery of mobile service delivery?**

Librarian
 Library Technician
 Library Assistant
 Casual library staff
 Volunteers
 Other e.g. Council staff

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NSW Public Library Network Mobile and Outreach Library Study

***22. Number of OTHER staff, volunteers etc. who may occasionally assist with the preparation or delivery of mobile services?**

Librarian
 Library Technician
 Library Assistant
 Casual library staff
 Volunteers
 Other e.g. Council staff
 None of the above

23. (If applicable) Please describe how volunteers are used?

***24. Mobile Library Service staff hours**

Average number of staff face-to-face service hours rostered per fortnight?
 Average number of staff hours per fortnight spent preparing for the mobile run?
 Average number of staff hours per fortnight driving between stops?

25. Comments regarding staffing

Resourcing (Budget)

26. Mobile Library Service budget

What is the total annual mobile library budget (current financial year)?
 What is the annual mobile library staffing cost (current financial year)?

27. Does the mobile service have its own materials budget e.g. for books and other items?

Yes
 No

If YES, what is the annual budget allocation? (current financial year)

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NSW Public Library Network Mobile and Outreach Library Study

28. Are mobile library vehicle depreciation costs included in your annual budget?

Yes
 No
 Unsure

If YES, approximately how much?

Mobile Customers Demographics and Usage

***29. Mobile Library Service usage (enter data where known)**

No. of members
 Annual mobile library loans (2013/14 year)
 Annual mobile library visits (2013/14)
 Overall number of scheduled stops
 Number of face-to-face opening hours per fortnight

30. How is the mobile schedule made available? (tick all that apply)

Sign / Poster at mobile stops
 Website
 Direct mail
 Email list
 Other (please specify)

Community noticeboards
 Brochure
 Local media e.g. radio, newspaper
 Social media

***31. Which groups use the mobile service and how often?**

	Regularly	Occasionally	Rarely	Never	N/A
Children	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adults	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seniors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Multicultural	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Youth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Indigenous	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Schools and educational institutions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aged Care facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Custodial (Gaols)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify)					

Technology

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NSW Public Library Network Mobile and Outreach Library Study

32. What library management system do you use on the mobile? e.g. Libero, Spydus, Don't use

System Name

33. Is the library management system live (real time) or operated offline? (please specify)

Live system
 Offline system
 Manual system (no automated library management system used on mobile)

Comments

34. How do you connect with the main library or mobile headquarters while on the road? (tick all that apply)

WiFi connection
 Satellite
 Mobile phone
 No connection

Comments

35. If you have public access computers, what type of services do you provide? (tick all that apply)

We do not provide public computers
 Internet
 Word Processing e.g. Microsoft office
 Video / voice conferencing e.g. Skype
 Games
 Online database access

Media players e.g. music and video
 USB drive access e.g. for downloads
 CD drive (burn and play)
 E- Collections
 Social Media

Other (please specify)

Customer Feedback and Marketing

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NSW Public Library Network Mobile and Outreach Library Study

***36. How do you gather customer feedback? (tick all that apply)**

- Surveys (online / printed)
- Suggestion / Comments form
- Online feedback (website)
- Face-to-face consultation
- No formal mechanism

Other (please specify)

***37. How often do you formally consult with your mobile customers?**

- Very frequently (more than once a year)
- Frequently (annually)
- Occasionally (every two to three years)
- Rarely (every five years or more)
- Never

38. Would you use customer feedback tools e.g. survey templates if they were freely available?

- Yes
- No
- Unsure

***39. How do you promote your mobile service? (tick all that apply)**

- Brochure
- Social media
- SMS / text messages
- Mobile library web page
- Library newsletter
- Posters
- Library / Council website
- Council newsletter
- Signage on vehicle
- Local media
- Email

Other (please specify)

40. Social Media usage (tick all that apply)

- We do not use social media
- Instagram
- Facebook
- Pinterest
- Twitter

Other / Comments (please specify)

NSW Public Library Network Mobile and Outreach Library Study

Issues and Challenges

41. What challenges is the mobile service facing now? (please specify)

42. What challenges do you see ahead for the service?

43. What future opportunities do you see for the service?

Partnerships

44. Does the mobile library service have any formal partnerships or sponsorships? (please specify)

- Yes
- No

YES, please specify

45. Does the library (or Council) have formal partnership and/or sponsorship policy or guidelines?

	Yes	No	Unsure
Partnership Policy / Guidelines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sponsorship Policy / Guidelines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comments	<input type="text"/>		

Outreach Library Services Survey

The State Library, on behalf of the NSW Public Library Network Research Committee, is commissioning and funding a project to research Mobile Library and Outreach Models, to gain an understanding of current practice with a view to establishing best practice guidelines.

AIM OF THE RESEARCH

1) To identify the current range and scope of NSW public library mobile and outreach service models, including an

NSW Public Library Network Mobile and Outreach Library Study

overview of the historical development of these models.

2) To explore the strengths, weaknesses, costs, benefits and opportunities of different outreach models used within NSW public libraries

3) To develop good practice guidelines for NSW public library mobile and outreach services.

All public libraries in NSW are encouraged to complete this online survey, which is seeking quantitative evidence on the range of mobile and outreach services, and also qualitative data on the opportunities and challenges libraries are experiencing, and their vision for the future of library outreach.

SERVICE DEFINITIONS

Outreach Service: services provided outside library premises e.g. home library, programs for non-users, remote or isolated communities, the under-served, and people with special needs within the community etc. This could also include pop-up services, vending outlets, commuter services, and services designed to reach specific groups e.g. marginalised or special needs groups such as the homeless.

Library Service Details

***46. Service Details**

Name of Library Service

Contact Name

Contact Email

Contact Telephone

Outreach Services

Most libraries provide some outreach services e.g. home library service. In the context of this survey outreach services is the collective term for any service, program or activity that is delivered outside the physical branches.

Outreach services may include (but are not limited to):

- Home Library
- Programs and activities delivered offsite
- Pop-up services
- Loan return box (located separately from the library)

PLEASE NOTE: For the purposes of this survey mobile library services are defined separately from outreach services.

***47. Can you briefly list and describe the range of outreach services you provide?**

Outreach Service Delivery and Staffing

This section of the study seeks to ascertain numbers and qualifications of staff used in service delivery, face to face service hours, and whether or not they are dedicated outreach service staff or share other library duties.

NSW Public Library Network Mobile and Outreach Library Study

Comments are also sought regarding volunteer use and staffing generally.

***48. Number of DEDICATED staff, volunteers etc. used for the delivery of outreach service delivery?**

Librarian

Library Technician

Library Assistant

Casual library staff

Volunteers

Other e.g. Council staff

***49. Number of OTHER staff, volunteers etc. who occasionally assist with the preparation or delivery of outreach services?**

Librarian

Library Technician

Library Assistant

Casual library staff

Volunteers

Other e.g. Council staff

50. (If applicable) Please describe how volunteers are used?

***51. Average number of hours per week directly associated with outreach service delivery?**

Librarians

Library technicians

Library assistants

Casual library staff

Volunteers

Other

52. Comments regarding staffing

***53. Do you have a vehicle available to deliver outreach services?**

- Yes
- No

Outreach Vehicle

NSW Public Library Network Mobile and Outreach Library Study

*** 54. Outreach vehicle details:**
 Type of vehicle e.g car, van
 Age of vehicle (approx.)
 Replacement value of vehicle (if known)
 Is vehicle leased or owned?

*** 55. Is this vehicle specifically for the delivery of outreach services?**
 Yes
 No
 Comments

56. Please provide any additional comments regarding your vehicle:

Service Usage

*** 57. Do you keep statistical data on outreach service delivery? e.g. number of users**
 Yes
 No
 Comments

*** 58. How do you gather customer feedback? (tick all that apply)**
 Surveys (online / printed)
 Suggestion / Comments form
 Online feedback (website)
 Face-to-face consultation
 No formal mechanism
 Other (please specify)

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NSW Public Library Network Mobile and Outreach Library Study

*** 59. How often do you formally consult with your outreach service customers?**
 Very frequently (more than once a year)
 Frequently (annually)
 Occasionally (every two to three years)
 Rarely (every five years or more)
 Never

60. Would you use customer feedback tools e.g. survey templates if they were freely available?
 Yes
 No
 Unsure

61. How do you promote your outreach services? (tick all that apply)
 Brochure Local media Email
 Outreach library web page Social media Posters
 SMS / text messages Library newsletter
 Library / Council website Council newsletter
 Other (please specify)

62. Social Media usage (tick all that apply)
 We do not use social media Instagram
 Facebook Pinterest
 Twitter
 Other / Comments (please specify)

Outreach Service Customers

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NSW Public Library Network Mobile and Outreach Library Study

*** 63. Which groups use the outreach service and how often?**

	Regularly	Occasionally	Rarely	Never	N/A
Children	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adults	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seniors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Multicultural	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Youth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Indigenous	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
House bound	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Schools and educational institutions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aged care facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Custodial (goals)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify)	<input type="text"/>				

Partnerships

64. Does the outreach library service have any formal partnerships or sponsorships? (please specify)
 Yes
 No
 if YES, please specify

65. Does the library (or Council) have formal partnership and/or sponsorship policy or guidelines?

	Yes	No	Unsure
Partnership Policy / Guidelines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sponsorship Policy / Guidelines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other / Comments (please specify)	<input type="text"/>		

Issues and Challenges

66. What challenges is the outreach service facing now? (please specify)

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NSW Public Library Network Mobile and Outreach Library Study

67. What challenges do you see ahead for the service?

68. What future opportunities do you see for the service?

Deposit Station / Public Service Outlet

A service point that may be operated by library staff and/or volunteers. They are usually open for limited hours and are stocked with a small collection of books and other library materials that are changed periodically. Computer access to the library's database may also be provided.

*** 69. Do you have deposit stations or public service outlets?**
 Yes
 No

Deposit Station / Public Service Outlet Services

A service point that may be operated by library staff and/or volunteers. They are usually open for limited hours and are stocked with a small collection of books and other library materials that are changed periodically. Computer access to the library's catalogue may also be provided.

*** 70. Deposit station or public service outlet operations:**

Number of locations
 Hours per week (total)
 Number of loans (2013/14)

*** 71. Are your deposit stations / public service outlets co-located with any other service etc?**
 Yes
 No
 if YES (please specify)

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NSW Public Library Network Mobile and Outreach Library Study

***72. How are the deposit stations / public service outlets staffed / operated? (tick all that apply)**

	Yes	No
Volunteers	<input type="radio"/>	<input type="radio"/>
Self service	<input type="radio"/>	<input type="radio"/>
Co-location partners	<input type="radio"/>	<input type="radio"/>

Comments

73. Please briefly list and describe the services offered?

74. Additional Comments

Thank You

Thank you for completing this survey, your responses are appreciated.
If you require any additional information or wish to make further comment please contact the undersigned.
Roger Henshaw
E: admin@nlrc.com.au
M: 0414 190 133

Survey Results Summary

The survey was available online through SurveyMonkey®, from August to October 2014. Following a ‘reminder’ email to those library services that had not responded the survey was reopened in November 2014.

112 responses to the survey questionnaire were received. Responses were received from 88 of the 102 library services in NSW and the responses received included those from individual members of regional libraries where mobile or outreach services are delivered locally, rather than across the region.

The survey was organised in three sections – Mobile Libraries; Outreach Services; Deposit Stations. This allowed respondents to select the appropriate sections to complete.

A. Mobile Library Services

Q1. NAME OF LIBRARY SERVICE

Q2. PLEASE SELECT ALL SERVICES THAT ARE PROVIDED BY YOUR LIBRARY:

30 libraries reported a mobile library service (delivered by 27 reported vehicles), 92 libraries provide outreach services, and 30 have deposit stations or public service outlets. Only 20 library services reported having a mobile library in the *2012-13 Public Library Statistics*¹, which indicates several new mobile services have been established.

Q3. WHEN WAS THE SERVICE ESTABLISHED?

Responses ranged from 1949 to 2013, with most services still currently operating, having been established in the 1970s and 1980s.

APPROXIMATE NUMBER OF KILOMETRES TRAVELLED PER YEAR

The distance per annum travelled by the mobiles ranged from 85 kilometres (Manly’s Library Afloat which only travels from the Library to the wharf, a distance of a few hundred metres) to close to 65,000 kilometres (Riverina Regional Library’s two vehicles).

Q4. APPROXIMATE AGE OF VEHICLE

The ages of the vehicles ranged from a few months old to 17 years (two of the custom built trailers). The average age is around about seven years. The extremely high cost of replacing mobile vehicles (see Q7), particularly the larger truck bodies, has resulted

in a number of libraries postponing the purchase of a new vehicle.

Q5. APPROXIMATE SIZE OF VEHICLE

Vehicle size ranged from about three square metres to over 45 square metres, reflecting the wide range of vehicles providing mobile services (see Q6.)

Q6. TYPE OF VEHICLE

16 of the vehicles are large trucks (7 articulated vehicles and 9 rigid frame) and the remaining 11 vehicles are vans of differing size and configuration.

Q7. CURRENT APPROXIMATE REPLACEMENT VALUE OF VEHICLE

Replacement costs range from \$15,000 (Manly’s Library Afloat is a modified golf buggy) to in excess of \$850,000 for a prime mover and trailer, custom designed and fitted.

Q8. WHEN IS THE MOBILE DUE FOR REPLACEMENT?

14 of the vehicles are either due (or overdue) for replacement in 2015. The other vehicles are due to be replaced over the next 10 years.

Q9. WAS THE VEHICLE PURCHASED MOBILE READY?

13 of the 27 vehicles were purchased mobile ready.

Purpose built mobile library trailer from SVM QLD & Isuzu Prime

The vehicle was fitted out by Varley complying with IFLA mobile library guidelines

Original Truck (Mitsubishi Canter) was purchased and the mobile library module was then built by Brimarco. The cab chassis has since been updated and the Mobile unit transferred. The Mobile module was re-skinned and painted in 2014.

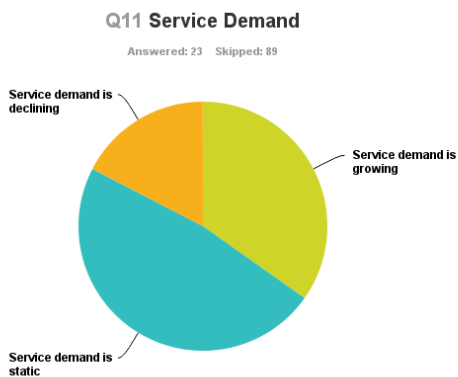
Q10. IS THERE A DEDICATED LOADING DOCK OR SPACE FOR THE VEHICLE?

17 of the vehicles have a dedicated dock or space, either at the library or the Council depot.

Q11. WHICH STATEMENT BEST DESCRIBES YOUR MOBILE LIBRARY SERVICE?

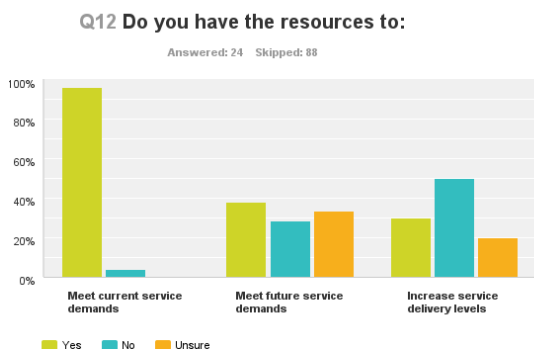
Nearly half of all respondents reported a static demand for the mobile’s services, and only four respondents reported a decline in service demand.

¹NSW Public Library Statistics 2012-13 http://www.sl.nsw.gov.au/services/public_libraries/statistics/index.html [accessed Jan 2015]



Book loans are declining but computer usage is increasing, number of customers through doors is static.

Q12. DO YOU HAVE THE RESOURCES TO:



Nearly all respondents (23 of 24) are able to meet current demand for the service, although over 28% of respondents considered they would be unable to meet future service demands, and 50% said they would not be able to increase service levels.

Q13. GENERAL COMMENTS

Service currently being reviewed to determine relevancy/running costs/options for a static library vs a mobile service

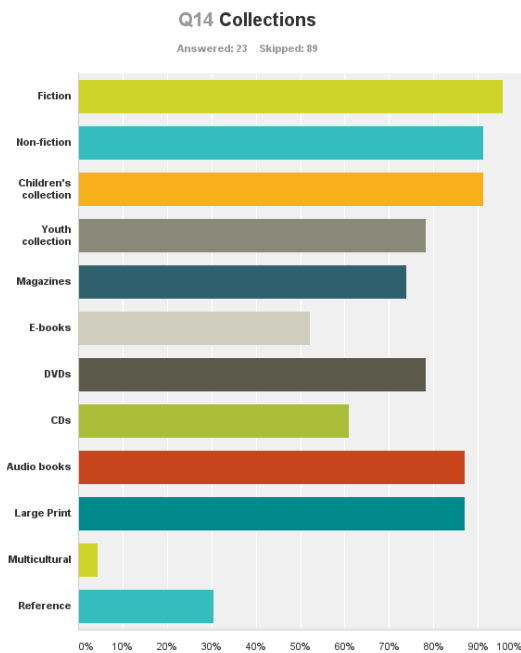
We have the physical resources but not the staff resources

The area has experienced a declining rural population over the last few years

Users very happy with access and the service

Q14. WHAT TYPE OF COLLECTIONS DOES THE MOBILE CARRY?

The collections on all the vehicles reflect the collections held in most branch libraries – such as fiction, non-fiction, children’s materials, CDs, DVDs, magazines, large print and access to eBooks. Only one vehicle carries materials in languages other than English (Parramatta), and only seven carry reference material (i.e. items not available for loan).



There is no need to have a reference collection on the mobile. All items are available for loan. The Mobile also has LIAC [Legal Information Access Centre items], a parenting collection, westerns, romance paperbacks, and graphic novels.

The mobile library vehicle is shared between two Shire Councils. The van is packed and unpacked each month with stock from each separate library.

We have a representation of every format on each van. We don't hold multicultural material. On the rare occasion that we have a request for material in other languages we bulk loan from the State Library.

Only visits primary schools

Q15. DOES THE MOBILE HAVE ITS OWN DEDICATED COLLECTION?

19 of the 27 mobiles have their own dedicated collections. The other services use stock on rotation from the static branches.

Mobile has its own collection that rotates on/off the vehicle, and is stored in an open stack when not on the vehicle. We occasionally draw from a static branch as well to increase the number of items available.

The collections on both vans are floating. So the items are shelved wherever they are returned. All overflow items on the vans are returned to [main] Library.

The van visits service points on a monthly basis. This means that a dedicated collection is not warranted. There is a problem with new release items. If a borrower does not return on the next mobile library visit a new item can be out of circulation for up to 60 days. In summary, we would like to provide new release items, however turn around time makes this difficult.

Q16. WHAT OTHER COLLECTIONS WOULD YOU LIKE TO PROVIDE?

We would like to have more HSC resources available for the schools and some room for more fiction paperbacks. However, all current collections are actively borrowed and space is limited

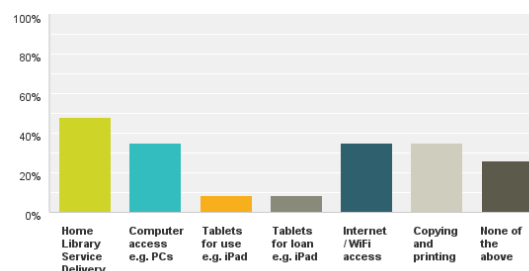
More mobile devices rather than collections
e-magazines and e-audio

Q17. WHAT SERVICES DOES YOUR MOBILE PROVIDE? [IN ADDITION TO CORE LENDING SERVICES]

The most common services offered by mobile libraries are Home Library Service (HLS) delivery, and computer and WiFi access. Six of the mobiles are able to offer loans, returns and reservations only.

Q17 What services does your mobile library provide?

Answered: 23 Skipped: 89



We have just had 2 people join who will be served by the HLS - items will be sent to the mobile for collection by their family, friends or themselves. The mobile also delivers to a local nursing home including bulk loans

Q18. WHAT OTHER SERVICES WOULD YOU LIKE TO PROVIDE?

Those mobiles currently without computer and/ or WiFi access would like to be able to offer this. 'Mobile devices for loan' was also a high priority for respondents.

Rather than a mobile library I have often thought that an Outback Mail service would be preferable.

Currently there would be no time to offer any other services, during our deliveries or country van runs Programs & other outreach services

Q19. WHAT TYPE OF PROGRAMS AND ACTIVITIES DO YOU CURRENTLY PROVIDE?

The most commonly reported programs were aimed at children; for example, visits to schools and storytime. The mobiles are also often used by their library services as a promotional tool, appearing at Council and community events.

Attendance at Council Information kiosks throughout Shire and user training programs

We don't offer any programs or activities from the mobile libraries at the moment.

We are adjusting to the new model and getting our community used to the new timetable.

Home library service

Reward system for borrowing/returning for students from the rural schools, and the Booklink children's reading program

Knitting group

Q20. WHAT TYPE OF PROGRAMS AND ACTIVITIES WOULD YOU LIKE TO BE ABLE TO PROVIDE?

Respondents would like to be able to offer a wider range of programs from their mobiles, in particular technology classes and user education.

We would like to offer 'one to one' mobile device tutorials, storytime in the great outdoors, and Yoututor and eResources information sessions with parents and kids.

Tech Savvy Seniors to outreach members. Smart Phone classes.

Q21. NUMBER OF DEDICATED STAFF, VOLUNTEERS ETC USED FOR THE DELIVERY OF MOBILE SERVICES.

In general, mobiles are staffed by a single driver / staff member. Some of the larger vehicles at busier stops will carry two staff members. The majority of mobile staff positions are for library assistants (i.e. not qualified library staff). This is more likely for the larger trucks, due to the requirement for special driving licences. The trend towards smaller, van style vehicles (not requiring special licences) allows for the involvement of more staff. The use of volunteers is not widespread – only three services reported using volunteers and two use other Council staff.

Q22. NUMBER OF OTHER STAFF, VOLUNTEERS ETC WHO MAY OCCASIONALLY ASSIST WITH THE PREPARATION OR DELIVERY OF MOBILE SERVICES.

19 respondents reported using qualified staff (librarians and / or library technicians) to assist with the delivery of the mobile service. These staff are involved in the selection of stock, the review of schedules and stops, staff training, promotion of the service and preparation of programs.

Q23. PLEASE DESCRIBE HOW VOLUNTEERS ARE USED.

As noted in Q21 few mobile services use volunteers.

Volunteers are used when re-shelving Mobile Library stock.

Volunteers deliver the mobile service within the urban area.

Q24. MOBILE LIBRARY SERVICE STAFF HOURS

Average number of face-to-face service hours rostered per fortnight ranged from 3 to 46, reflecting the varied nature of mobile library service delivery – from trucks on the road 12 days per fortnight to a weekly van service to a single site. The most common

response was between 25 and 35 hours face-to-face, with a similar number of hours spent driving between stops.

The average number of staff hours spent preparing for the mobile run ranged from 1 to 41 per fortnight. It is assumed much of this preparation, particularly in respect of the larger vehicles, occurs concurrently at the library, while the truck is on the road.

Q25. STAFFING - COMMENTS

We face the same difficulty as others with heavy vehicles in recruitment and retention of staff. Our staff are getting close to retirement age, and it is always difficult to find someone with the relevant licence and proclivity for library work.

All staff are included in the mobile library roster and assist with the preparation and delivery of the mobile library service.

We have a casual back-up driver who drives when the mobile library operator is on leave. Library staff run the library duties.

Q26-28. BUDGET**Mobile Library Service budget**

Annual total budgets range from \$12,000 to over \$400,000, reflecting the diversity of vehicles and services. Staffing budgets range from a few thousand dollars (to provide a local part time service) to almost \$200,000. The larger vehicles which are on the road ten to twelve days a fortnight, often with two staff onboard, cost approximately the same to run as a small static branch library.

Materials budget

Ten services reported a separate materials budget for their mobiles, ranging from \$6,000 to \$60,000.

Are mobile library vehicle depreciation costs included in your annual budget?

Six services reported Yes, ten Unsure and five No. A number of respondents commented that their vans were Council fleet vehicles.

Q29. MOBILE LIBRARY SERVICE USAGE**Number of members**

14 respondents reported separate mobile membership statistics. For the others, total library membership figures are inclusive of the mobile's membership.

Annual loans

Those reported ranged from 1,820 to 50,000.

Annual visits

Numbers ranged from several hundreds to in excess of 45,000.

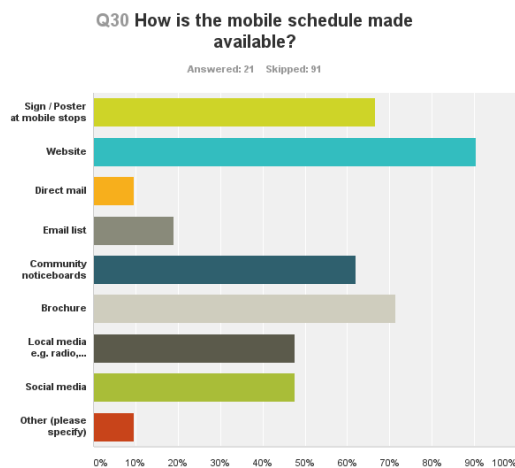
Overall number of scheduled stops

The number of stops reported ranged from one to 45 (over a fortnight).

Number of face-to-face opening hours

Service opening hours ranged from 6 to 92 hours per fortnight.

Q30. HOW IS THE MOBILE SCHEDULE MADE AVAILABLE?



A variety of methods are used to advertise the mobile schedule, most commonly signs and posters at the stops and via the Library / Council / Mobile website. Increasing use is being made of social media with several services having Facebook or Twitter accounts, approximately the same number as use local print media.

Q31. WHICH GROUPS USE THE MOBILE SERVICE, AND HOW OFTEN?

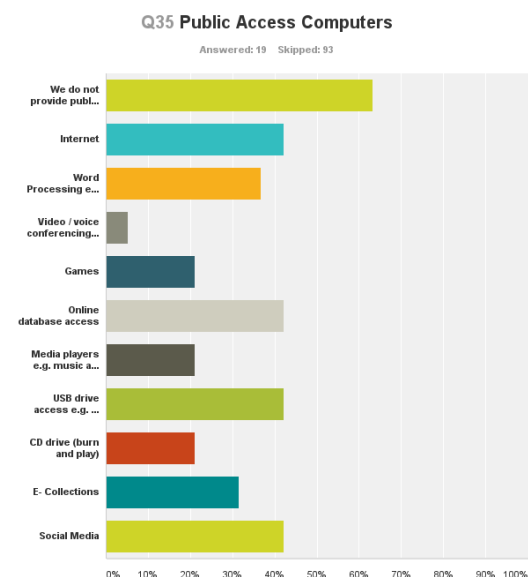
As expected, schools, seniors and aged care facilities are the most regular target group users of mobile services. The lower rates of usage by youth, indigenous and multicultural target groups are likely due to the restricted collections on most mobiles and the lack of programming and targeted activities, and also the nature of the statistical reporting (often no differentiation between user groups).

Indigenous and multicultural library users are not separately identified.

Q32-34. LIBRARY MANAGEMENT SYSTEMS

Mobile libraries either use the same Library Management System (LMS) used by the static branch or do not have access to the LMS onboard. 19 of 21 respondents reported a live system (i.e. real time connection to the library's catalogue and circulation systems), one a daily download and one with no connectivity. Mobile operators primarily keep in contact with the main library via their WiFi connection or mobile phone.

Q35. IF YOU HAVE PUBLIC ACCESS COMPUTERS, WHAT SERVICES DO YOU PROVIDE?



Access to the Internet, the library's online databases and office applications are the most commonly offered services. Seven respondents reported no public access computers onboard.

We provide Surface Pros which are loaded with Microsoft office etc. These are in place of the old static PCs which used to be on the big truck.

Q36-37. CUSTOMER FEEDBACK

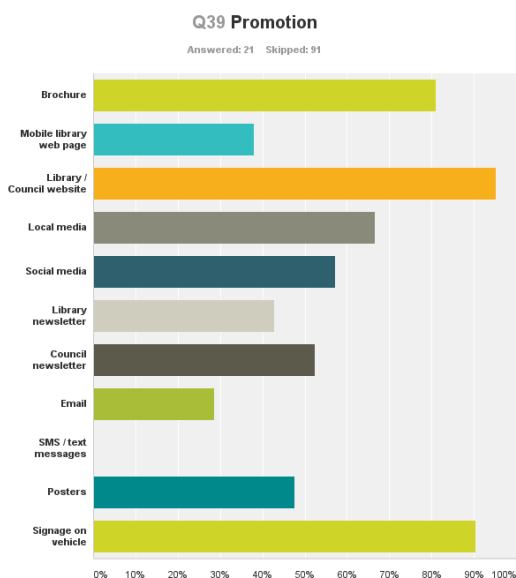
The most reported methods of customer feedback were face-to-face consultation with users and surveys. A number of respondents also used suggestion / comments forms either in paper form or online via the website or social media. Consultation

occurs most commonly every two years (7 responses) though more frequent consultation (annually or more often) was reported by ten respondents.

Q38. WOULD YOU USE CUSTOMER FEEDBACK TOOLS (E.G. SURVEY TEMPLATES) IF THEY WERE AVAILABLE?

13 said Yes, 7 were Unsure and one said No.

Q39. HOW DO YOU PROMOTE YOUR MOBILE LIBRARY?



Q40. SOCIAL MEDIA USE

6 of the 21 respondents reported no use of social media for the mobile service. Of the remaining respondents the most popular medium was Facebook (15 responses). Five reported using Twitter and one each Instagram and Pinterest.

Q41-42. CHALLENGES

Now

There were a number of commonly reported current challenges:

- Declining usage in some areas and increasing demand in others
- Replacement cost of vehicles
- Ageing population in more remote areas

Population loss in small communities, and low indigenous use

Attrition in service requirements in some Council areas

Loan statistics do not measure value of service in rural and remote areas

With the decline in book loans, it leads to the perception that the use of and need for the Mobile Library service is also declining (especially to those who fund the service); whereas, with customer visits static and computer usage up, the service is still well used by the community. So the challenge is to promote the service with the aim to increase the book loans.

Limited face-to-face access hours due to staff availability and vast geographic shire

How can we access aged care facilities, and new housing developments

Available pool of qualified drivers. Sustainability. Providing equity of service.

Geographical features of the LGA and limited resources mean timetable does not provide an opportunity to engage with the community after school and work hours in many areas

Decline in usage

Increasing cost of running and Council budget constraints. Declining rural population, schools closing etc

Future challenges

Future challenges mirrored current ones in some areas e.g. the ageing population and declining rural populations, and budgetary issues. Several respondents were also concerned about maintaining (and increasing) relevance, amidst the competition for limited Council funding. The capacity of the mobile to keep up-to-date with technology was also seen as an ongoing challenge.

Remaining relevant. Maintaining equity of service for those without access to branch library. Community expectations to maintain service levels, with likely move to smaller vehicle.

Sustainability and flexibility in providing services. Technology.

Finding a good operating model, and the increase in technology and how the mobile library can be current and relevant in terms of e-services

Maintaining relevance. People are staying mobile longer and therefore continue to use the branch libraries not the mobile library. Elderly people are tending to only move to aged care facilities when they are very frail and have often lost any interest in or the ability to read (book or audio book). Most of the remote schools now have their own new school libraries

An increased need for access to mobile services as Shire population forecasts anticipate a growth

Q43. WHAT FUTURE OPPORTUNITIES DO YOU SEE FOR THE SERVICE?

The overwhelming response was the opportunity for the mobile service to interact more closely with the community including the provision of programs, events and activities. A greater use of technology was also seen as an opportunity for the future.

Mobile Internet hub / service centre

Cross promoting library programs/events with other Council related programs/services e.g. align with Meals on Wheels community lunches

Diversification of range of services. Partnerships with other service providers. Small possibility of alternate service delivery models.

Current review may lead to an increase in personalised service to outlying areas and different mobile service options. Increase in technology. Partnerships.

Mobile technology hub and providing access and training, opening doors for the community.

Providing Council Customer service.

Increase in the usage of the service by housebound customers, aged care facilities and small educational institutions. Possibility to change the vehicle model to a smaller vehicle or two, retaining collection level but not requiring a heavy vehicle licence to drive. IT - limited due to IT infrastructure, black spots, no signal

I would like to investigate a mail service delivery

More stops, service expansion as opportunities arise

Population growth will result in greater opportunities for patronage of the mobile library service

None at the current (under)staffing levels

Participation in community events - provided by smaller vehicle. Technology.

Improved accessibility of service with a more maneuverable vehicle, and additional community stops

Flexibility/versatility in setting up new sites with new vehicle. Developing a more responsive service.

Changing the focus of the vehicle to visit more childcare centres for special events / library visits

More outreach services

The Mobile Library is often the only remaining Council service in some small communities and has become a community focal point and meeting place

Technology - expand into customer service and provide other council services

Q44-45. PARTNERSHIPS

Only five respondents reported formal partnerships, including sponsorship by local clubs and organisations, and only five reported the existence of 'mobile-specific' Partnership policies and guidelines. The van was purchased and fitted out by a local club. The club has committed to provide resources for three years.

Advertising on back of truck

B. Outreach Services

Q47. LIST AND DESCRIBE THE RANGE OF OUTREACH SERVICES YOU PROVIDE

Respondents reported a wide range of outreach services, with libraries tailoring their services to meet local community demand. The most common form of outreach was the provision of Home Library Services (HLS), either direct to users in their own homes or as bulk loans and visits to aged care facilities. 94% of respondents indicated they provided HLS directly to individuals, and 50% provide bulk loans or services to aged care facilities.

HLS is a core service for public libraries, and its continued existence is ensured by the Library Act (1939). Today's Baby Boomers (tomorrow's HLS clients) are healthier, wealthier, better educated,

more demanding and technologically savvy. There has been significant research² into the provision of HLS and a number of alternate service delivery models are being explored by libraries around the world. Innovations include wider use of technology to deliver resources to clients, increased services to CALD clients and recognition of the importance of lifelong learning at all ages.

eServices (e.g. eBooks, eMagazines and eAudio for loan, and 24/7 access to databases and library websites etc) were reported by only two libraries as an outreach service but are provided by many more libraries. While such services may certainly be described as outreach they have not been detailed in this report.

Other outreach programs include:

Children's services (39% of respondents)

These were usually offsite storytime and craft sessions, and school holiday activities and programs held in shopping malls and other community spaces.

Community events (17% of respondents)

A number of libraries reported attending community events (fairs, expos, street festivals etc) to promote library services and programs.

Guest speaker events (12% respondents)

Talking about the library to community and professional groups was seen as both a promotional activity and an opportunity to develop partnerships and reinforce the importance of the public library within the community.

Pop-up libraries (12% of respondents)

From custom built marquees to a spinner of paperbacks, pop-up libraries appear to be a popular form of outreach, with many more respondents stating they will be developing one in the near future.

School visits (27% of respondents)

This continues to be an important role for the library in both metropolitan and rural areas. Visits can serve as either a promotional tool for the library or to present a specific activity or program e.g. research skills, HSC classes, story telling/readers' theatre or programs for teachers.

Young Adults' services (3% of respondents)

The YA outreach most reported was the delivery of HSC programs to schools.

16 libraries reported on a range of individual outreach programs, targeting a wide cross section of their communities. These included:

- Book exchanges and book giveaways – at various venues such as homeless shelters and town centres (one library gives donated and deselected multicultural resources to an aged care facility)
- Pop-up pool storytime
- Beach libraries during summer holidays
- Walking groups which meet and start at the library
- Activities at aged care facilities – reading groups, Memories on the Move (see Richmond Tweed Regional Library case study, pp ??? in this report)
- University of the Third Age (U3A) partnership
- Homework tutoring at a youth centre
- Intergenerational technology training at aged care facilities, using school children as 'tutors'
- Pop-up library registration desk for Council staff, including a selection of items for loan
- Shop bound service³
- Books in Flight⁴
- Book Club Kits loaned to Lord Howe Island

Library volunteers deliver 6 monthly oral readings to groups and individuals in local nursing homes. Content includes short stories, poetry and Australian bush ballads.

A small (200 items) library collection of children's and parenting items has been setup in the foyer of the Council Childcare Centre for loan. Childcare staff are trained to issue and return items. Stock is rotated monthly.

Twice a year the Library 'pops up' in the local shopping centre and at the annual agricultural show. We include collections for loan, an iPad class, Book Club session, storytime and a guest performer. Library staff setup the space and work from 8am til 8pm.

A mobile laptop lab is setup twice per month in one of the 13 village halls, and programs are delivered and promoted in partnership with the Village Halls Committees. Topics include Introduction to the web, Email and online communications, Facebook and other social media, Online shopping, and Library research skills.

The library set up a University of the Third Age (U3A) which delivers up to eight workshops per week across the community, such as Recreational

²Home Library Service in Victoria (2010) <http://www.plvn.net.au/sites/default/files/Home%20Library%20Service%20in%20Victoria%20-%20a%20snapshot.pdf>

³Gunnedah Library provides a Shop Bound Library Service for owners and employees in small local businesses - book bags are delivered to the shops/offices every two weeks. Approximately 25 clients in the CBD use the service. This initiative won an ALIA Library Stars award in 2014.

⁴A special collection of books and magazines is provided at Port Macquarie Airport for borrowing by travellers. This free service is supported by the local Councils. <http://mnclibrary.org.au/newsevents/2010/5/17/books-in-flight.html> [accessed Jan 2015]

and History walking tours around town, Drawing and Photography groups in the parks, and Yoga and Meditation in a variety of locations.

Library staff and community volunteers deliver free homework tutoring at the Youth Centre weekly for 2 hours

Outreach children's storytime sessions in the City Centre during key holiday times, at a select group of local community festivals and intermittently at the local Aboriginal health/medical centre

A small (500 items) library collection of study materials and youth recreational reading items has been setup in the study hall of the Council Youth Centre for loan. Youth Centre staff are trained to issue and return items. Stock is a permanent collection.

We regularly supply books to the local soup kitchen for homeless or marginalised people to take

Offsite storytelling and baby book club programs are delivered by the Library at early learning centres, long day care centres, preschools and the local Hospital. Currently, there are 12 sessions delivered each month across the LGA.

The Library hosts author talks in diverse venues, including cafes, shops, halls and theatres. We even have a car showroom booked for an event this year!

The Children's Book Week Roadshow is delivered at schools and early learning centres (22 performances during 2014 Book Week)

Trialing Video Conference services to residential facilities run by support groups such as Multiple Sclerosis & Para/Quadriplegic

Tech Talk - signing up council staff to borrow Zineo and eBooks (in council atrium not branches)

The Pop Up Library visits community events across the LGA where staff give out books/magazines and other items with the Pop Up Library sticker. People are encouraged to return the items to their local library but do not have to as this is a promotion out in the community anyway. Staff are on hand to talk about and promote all the activities and services in the Library.

Annual attendance at various community events e.g. Big Breakfast, Youth Fest, Spring Awakening, Relay for Life

Talks to community groups e.g. Business and Professional Women's Group, Probus, Rotary

Annual database training and e-resource information session to four local high schools

Art and Craft Workshops held periodically throughout year in community halls to engage with the community and to support and promote library and literacy resources

Q48-49. STAFF

Most respondents reported using a mix of qualified and unqualified staff and volunteers to deliver outreach services. Some libraries also used Council staff and couriers.

Q50. DESCRIBE HOW VOLUNTEERS ARE USED

Selection of materials, and development and delivery of programs were generally undertaken by library staff, while the actual delivery of items (e.g. for HLS clients) was more often done by volunteers. However, 38% of respondents use volunteers to assist with selection of items for HLS clients. 8 respondents reported use of volunteers to assist Library staff in the delivery of programs e.g. as literacy tutors, 'readers' at aged care facilities and offsite storytime assistants.

Volunteers are rostered and accompany library staff on deliveries. Volunteers also select material for loan to home library service borrowers and download e-audio books onto USB (using client's membership record). Volunteer phones each recipient to advise when the van will arrive.

At this stage council does not permit volunteers to assist in council activities

The Deposit station is part of the Transaction Centre. Transaction centre volunteers assist patrons with issues and returns, and any queries are emailed or phoned through to the main Library.

Preparation of material for distribution, distributing baby packs, setting up and clearing of locations, etc [for Library outreach at new mothers' groups]

Volunteers are used to provide a longer visit to a specific customer, for the purpose of providing an opportunity to socialise. They visit one client every 4 weeks for about 30 to 60 minutes.

Our volunteers program has 12 individuals who have different specialist volunteering duties. Two assist weekly with local history research and outreach enquiries; one assists semi regularly with children's program delivery; six deliver home library resource; four undertake nursing home readings; and eight of

them assist with library event delivery i.e. afternoon service, setup of village halls etc.

The Friends of the Library coordinate and deliver the Library's reading to retirement villages program, including management of reading rosters and contacts, selection of resources and reading

Q51-52. STAFFING

The amount of time directly spent on outreach service varied widely from one or two hours per week to full time for two to three staff in larger library services. A number of respondents reported dedicated outreach staff (most commonly for the delivery of HLS, but also for general outreach planning and programming).

There are no dedicated staff - this has only been made possible by staff being flexible with their day to day workloads

Outreach Services has provision for approximately 8 days of casual Library staff assistance per year

Outreach is shared between staff members - often delivery is dependent on the availability of staff especially for one-off community events

Each of the Library's four branches delivers storytime and/or baby book club offsite on a weekly, fortnightly or 3 weekly basis.

We have a Community Outreach Team including a Community Outreach Librarian, Home Library Coordinator and Events Coordinator. They are dedicated outreach staff but perform work other than external outreach activities, including customer service (circulation) shifts and in-library programming.

Staff hours are limited and our library service is unable to actively promote HLS due to staffing constraints. External courier is a cost effective way of managing deliveries. The library service is developing a volunteer program, and it is possible that HLS volunteers will be used in the future.

The Home Library Service has dedicated staff (1 Technician and 1 Assistant). The other outreach programs to children are delivered by staff who are Team Leaders, the Children's Librarian and other staff members who have other functions and other responsibilities in their week.

Large variations in hours used according to numbers

needing service in any week and training needed for volunteers

All customer service staff have the opportunity to participate in outreach

All staff undertake front desk shifts, so even though the Community Engagement Librarian has a primary responsibility of outreach services, they spend 20 hours on outreach programs and 15 hours on front desk. Our Community Engagement Team also has a full time Children's Services Library Technician, a part time Home Library Technician, full time Library Programs Officer and a Fulltime Community Engagement Assistant.

Q53-56. VEHICLES USED FOR OUTREACH SERVICES

76% of respondents had use of a Council / Library vehicle for their outreach service delivery. Over half of all vehicles used were cars (often 4WD or utilities in rural areas) and the remainder were small vans or mini buses. Most vehicles were less than two years old, and generally part of Council's fleet of leased vehicles. Vehicles were frequently also used for other library 'duties'. Some libraries reported volunteers / staff using their own vehicles, with an allowance being paid for that use.

Is also used for moving stock between branches

Used almost exclusively by our driver to deliver to residential homes and HLS customers' homes

This vehicle is an all round vehicle used for all library purposes, including a daily delivery between branches

Pool car - this is used for Pop-up only. Volunteers for HLS use own vehicles and are reimbursed petrol costs

The vehicles are leased by Library Manager and the Branch and Support Services Coordinator

There is no dedicated vehicle for the provision of outreach services

The vehicle is modified, with cargo trays for delivery of stock to home library patrons in the afternoons, and is also used for intra-branch deliveries in mornings

The library vehicle is used for all outreach visits and deliveries but is also the Library Manager's leaseback vehicle

Also used for Meals on Wheels, and by IT on occasion

for PC replacement to branches, etc.

Q57. STATISTICAL DATA

90% of all respondents collected statistical data relating to their delivery of outreach services. In general, the data collected is that which is required for the State Library of NSW' statistical return – loans, membership, attendance at events etc. For HLS we collect no. of users, enquiries, circulation stats. For other outreach programs: no. of visits, size of audience, new memberships, borrowings, and increase in e-resource and database use.

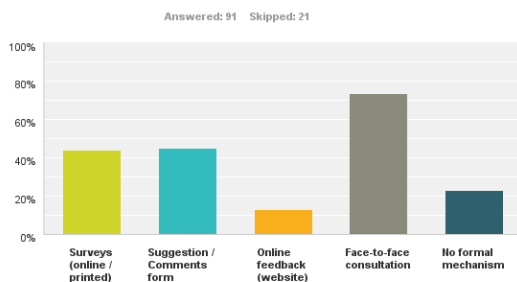
We keep loan and membership statistics for HLS and we keep attendance statistics for outreach programs/ events

We know how many schools are involved in a program, but the main aim is to become part of each institution's 'process', whether in organising tours, membership, or listed in school calendar for events, awards, etc.

Q58-60. FEEDBACK AND CONSULTATION

Respondents use a variety of methods to gather customer feedback and comments, most commonly face-to-face consultation. Formal consultation is usually done on an annual or occasional basis (45 respondents) although 29 reported consulting more than once a year. Over 60% expressed interest in using customer feedback tools and templates if they were available.

Q58 How do you gather customer feedback? (tick all that apply)



Face to face consultation. Customers will provide feedback to staff during deliveries.

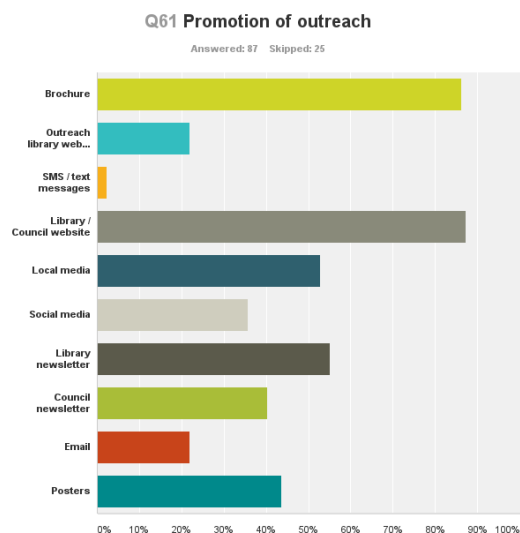
I have taken over the home service delivery in the last

8 months and am looking to instigate a more formal feedback system in the near future

Our intention is to implement a formal evaluation process before the end of 2014/15

A chat with everyone to whom deliveries are made is an essential part of the social service, and to ensure we are providing the right type and number of items to them

Q61. PROMOTION



Print based media was the most commonly reported promotional method (brochures, posters, local newspapers) although extensive use is also made of websites and social media. A number of respondents were reluctant to promote some outreach services (primarily HLS), as they feared demand would far exceed their capacity to deliver.

Expos and other Council events, by liaising with other service providers, and distributing material via organisations like Meals on Wheels etc.

Promotion on the side of the van

Bookmarks and flyers

We don't actively promote the HLS in the media but do have an active promotion of the service through word of mouth.

The Outdoor Reading rooms are advertised in the local newspapers, on our website and via Facebook. Due to funding constraints for staffing levels we do not promote this service heavily. Email, mail outs, playgroups, school newsletter, local community newsletter, word of mouth. Visits to community organisations including aged care facilities and pre-schools. HLS- through local doctors and Council's Aged & Disability Services section.

Q62. SOCIAL MEDIA USAGE

Over 60% of respondents have a Facebook presence, either specifically for their outreach or for the library service in general. A smaller number use Twitter (31%), Pinterest (16%) or Instagram (10%). 34% reported they do not use social media at all, often due to Council policy.

We use social media to promote various events but not for home library service.

Our organisation is in the process of instigating a social media working group.

We can promote via Mayoral Twitter feed or Council Facebook site, but library only has dedicated Pinterest site.

Council has a Facebook page and stories could potentially be shared on this.

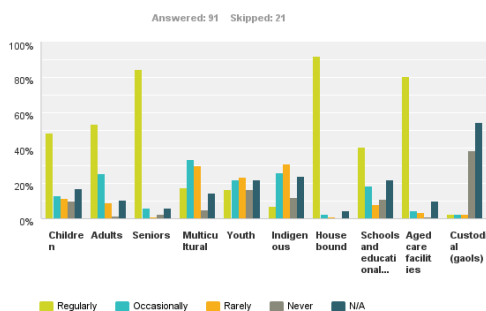
Under our Council policy, our library is not allowed to have its own Facebook page, so we advertise our monthly events, including our Home Delivery Service through the Council page.

Currently upgrading web site, and while we would like it to plug into social media we are not sure it would be useful for client development.

Q63. OUTREACH SERVICE USERS

Discounting the primary users of Home Library Services (Seniors and Aged Care Facilities), the use of outreach services is fairly evenly widespread across the community.

Q63 Which groups use the outreach service and how often?



Q64-65. PARTNERSHIPS AND SPONSORSHIP

Only 21 respondents reported having formal partnerships in place, and fewer still reported the existence of partnership policies (19), although 29 had sponsorship guidelines or policies.

There are policies and guidelines, but these will need to be assessed for suitability in a library context.

Formal partnership with the University to administer the annual Children's Literary Award. Informal partnership with Hospital to deliver the quarterly Wellbeing program.

Our Daisy Reader Program is sponsored by the Lions Club who supply equipment. Annual Summer Read Program (including school outreach) is sponsored by Bulga Coal. Home Library Service used to be sponsored by Apex, ceased in 2013.

We have non-formal partnerships with ABC, Telstra and U3A and others.

We deliver the Home Library Service in partnership with Meals on Wheels for delivery of library items to HLS customers who are in independent housing. Meals on Wheels volunteers deliver these items. Library Staff deliver to HLS customers who are in nursing homes and aged care facilities.

There were discussions between the Library and the Home Nursing Group (a locally-owned and

operated Commonwealth Approved Provider of community aged care services covering the New England and Mid North Coast regions) to see if their clients would like to receive library items via that service's delivery mechanisms.

Q66-67. CHALLENGES

Now

Nearly 50% of respondents reported budgetary and resourcing challenges, including staffing and suitable materials for purchase. While several noted a decline in usage, the challenge for other respondents was how to meet increasing demand with static resourcing. Keeping up with technological advances and promotion of outreach were also cited as challenges.

Delivery of suitable e-audio, DRM [digital resource management] and lack of contemporary material available for Home Library customers

Finding the most relevant, time efficient and effective way of connecting with future customers

Home Library Service can continue to utilise the volunteers from Meals on Wheels however their funding future is uncertain and we don't know how long this arrangement will continue

For the children's outreach programs, the biggest challenge is meeting the demand with other work priorities. The availability of staff hours to continue to deliver these services as the demands for staffing at our actual service points continues to grow.

Having enough funds to purchase demographically-appropriate stock for the home library service. We have difficulty reaching all town-centres for our pop-up service - some town centres are not suitable due to security/safety concerns.

Providing enough material in required formats e.g. audio

Our ability to utilise social media and the library website is currently severely limited, and we see this as an extreme challenge

Promoting the services in our local community. Unless a regular and long term library user, many residents are unaware that the service exists and that they are eligible to use its services. A majority of the current generation of users are not tech savvy and want traditional items such as large print.

Work health and safety requirements

Volunteer guideline/legislation for induction Training - volunteers don't want responsibility of training but WHS requires it

Although the community is ageing, Home Library Service membership is not growing. This could be that older people are maintaining their independence or moving away from the LGA.

Online borrowing and downloads as each generation becomes more tech savvy. Cost of resources. Lack of public awareness of service

There is a natural balance of those seeking to receive a housebound service and those finishing with the service. At this stage there is no waiting list.

Future

Our service is dependent on availability of volunteers, since our library does not have a vehicle available for this service. The current set up of the service limits our flexibility with regard to the ability of other library staff to fill in for the Home Delivery Coordinator who has been solely involved in the service for a long time. Therefore, in case of staffing changes, we might face certain challenges in meeting the needs of our patrons and consequently preserving the existing pool of our home delivery patrons.

Council as a whole is facing decreased income with the reduction in mining income and state/federal income. All budgets are being reviewed. Outreach is a staff heavy budget and may face reductions.

Getting on the social media bandwagon, and forming community partnerships for outreach service delivery

Attracting Baby Boomers to join Home Library Service, due to their greater independence and variety of interests in retirement, and range of formats available to them e.g. iPads, Kindles

Availability of appropriate materials (e.g. large print books); transition to digital for our ageing CALD population (30% seniors will have CALD backgrounds in 2021)

As budgets become tighter and tighter it is becoming increasingly difficult to justify sending library staff out to provide these offsite services when we are trying to provide more onsite services with extended hours. We currently have to seriously consider how we advertise these outreach services as we struggle now to meet the demand.

Q68. WHAT FUTURE OPPORTUNITIES DO YOU SEE FOR THE SERVICE?

I believe the above challenges will ultimately be our opportunities.

A number of respondents commented that issues that are currently challenging, for example, the ageing population and increasing technological advances, would create opportunities in the future. Many expect that demand for services will increase, and that the library will be better placed to meet demand with a greater reliance on technology, and by developing strategic partnerships.

Less delivery of physical material, more automated selecting and delivery of ebooks

Potential for more online delivery of services such as book groups and also social networking via targeted online communities

Increased involvement in programs and events in the community, either educational or recreational

Developing resources for use by retirement villages and other institutions to meet the needs of customers with impaired vision, autism, dementia and so on

With regular promotions and additional improvements to the service, we hope to increase the number of patrons using our service

An increase in downloadable content will help with patron select

I think that there are many people in the shire who would benefit from an outreach service. I want to extend the 'shop bound' service to the small villages in the shire; the aim is to provide an at least monthly delivery of book bags to people in the villages who are interested in receiving this service. We also want to extend the service to visits to small schools with bulk loans.

A very labour intensive service for a small number of community members. It is not a service we can sustain if growth exceeds resources

Greater co-operation between neighbouring libraries

Adding value via social media – e.g. book clubs

Serving the schools better by creating viable and ongoing partnerships with schools with under-resourced libraries, and some distance from a physical branch

'Selling' our award-winning programs (e.g. Little Spark Science programs) and taking them on the road

Promoting and increasing usage of virtual resources

Making inroads into multicultural and indigenous communities fearful of coming into the formal library space which can sometimes be daunting

More flexible and tech savvy volunteers, making it easier to provide electronic media to home library clients

There is an ageing population that will require more service provided to them. We will be engaging with retirement homes, providing them with services. As people are more familiar with technology we will be able to provide material easily accessible.

We will be looking to increase our profile in outreach areas, such as markets and pop up stalls

Q69-70. DEPOSIT STATIONS / PUBLIC SERVICE OUTLETS

33 respondents reported having deposit stations, with numbers varying from one to nine outlets. Opening hours ranged from three per week to 40, and loans from several hundred items per annum to well over 10,000. In some instances these outlets are as busy (or busier) than a branch library.

Q71. ARE THE DEPOSIT STATIONS CO-LOCATED WITH ANY OTHER SERVICE?

24 respondents (73%) reported that the deposit stations run by their libraries were co-located with other services. Co-located services included Council customer service centres, community centres, visitor information centres, rural transaction centres, post offices, community education facilities, cafes, stores, childcare centres, youth clubs, aged care facilities, and neighbourhood centres.

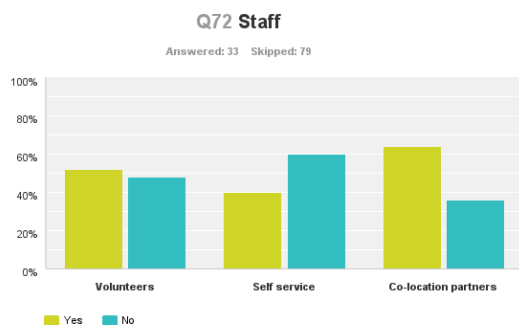
Q72. HOW ARE THE DEPOSIT STATIONS STAFFED?

Deposit stations are usually self-service, or staffed by volunteers or a co-location partner. However, a number of respondents reported using paid staff, usually library assistants.

Library Staff provide staffing 2 hours per week at the Youth Venue. Childcare and Youth Centre Staff manage loans and returns. Community Resources Section staff manage stock maintenance and collection development.

Varying degrees of self-service overseen by business owner. Transport of stock to and from site done by volunteers.

Shopping centre cleaning/security staff help, along with shopping centre management. Library staff top up with resources on a fortnightly basis.



Q73-74. SERVICES OFFERED BY DEPOSIT STATIONS AND ADDITIONAL COMMENTS

All but one of the deposit stations⁵ contain collections ranging from a small number of paperbacks (which may be returned or exchanged but not lent from LMS) to comprehensive collections including reference material, DVDs, and magazines. A number of them offer free Internet access and / or WiFi and several run some programming such as storytime and Tech Savvy Seniors’ classes.

The Service is offered for community members after school hours Monday, Wednesday and Friday from 3.30pm - 5.30pm. As the Library is staffed by a school librarian, employed by the Department of Education, children are able to borrow from the collection during school hours. An exchange of library items takes place at the end of each school term. The collection is delivered by Council’s outdoor staff.

Pop up library behind roller shutters. 2 public access PCs, stock rotation, reservations, book return chute

Membership/Internet/Wi-Fi. Small collections of LIAC, fiction, non fiction, picture books, magazines, junior fiction, DVDS & CDs. Borrowing, LIAC enquiries, Catalogue enquiries and reservations. Programs include storytime, Tech Savvy Seniors, Law Week events. Printing and copying

Services mirror the main library as libraries are linked to our server and LMS, free Internet access, ILL, information requests and HLS at the two depots run by the Library Assistant

Able to borrow library material and find information about library services, community events and council services and events

Small collection of books that are changed every three months. The staff at the Post Office let us know what type of books/magazines are needed, then library staff select and organise them. We pay a small amount to the P.O. staff to coordinate this service.

Post Office loans books which are changed periodically. The Aged Care facility has a library bookshelf (self-service) but no stats are recorded Because of the remote area served, many households do not have adequate access to broadband services, which limits our service delivery methods

We are currently searching for an effective way to record statistics

Open in ‘shop’ hours but number of loans low - maybe ten a month at each site. Efficiency of service depends very much on the local management.

This is located in a small town that is in decline. We find that the use changes according to who is living there and this may change from year to year. We have tried to put school material into the service but even before computers were widely available the resources we supplied were rarely used.

I consider the two operated by the Library Assistants to be Branch Libraries, not Deposit stations

⁵ One deposit station was used only to collect or return items reserved from the library i.e. it didn’t have a browsing collection

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