

LIBRARY COUNCIL OF NEW SOUTH WALES

# Living Learning Libraries



STATE LIBRARY®  
NEW SOUTH WALES

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Standards and guidelines for NSW public libraries  
3rd edition



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for NSW public libraries  
3rd edition

Library Council of New South Wales  
August 2011

Prepared by  
Libraries Alive! Pty Ltd

for the  
Library Council of New South Wales



STATE LIBRARY®  
NEW SOUTH WALES

*Living Learning Libraries: standards and guidelines for NSW public libraries* was commissioned by the State Library on the recommendation of the NSW Public Library Network Research Committee for the Library Council of New South Wales. The project was managed by Libraries Alive! Pty Ltd.

Sherrey Quinn and Ian McCallum assert their moral rights to be recognised as the joint authors of this work.

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Version 3 (3 <sup>rd</sup> edition), 2011	Incorporation of new targets for standards, using the evidence base of the 2009/10 NSW statistics; revision of text of standards and guidelines where necessary to reflect feedback from stakeholders.	Entire document

## FOREWORD

Public libraries are the cornerstone of local communities providing not only essential information services but a vital meeting place. Increasingly, contemporary public libraries operate in a dynamic environment which comprises technological change, increasing community needs and evolving management models.

Living Learning Libraries provides local government library services throughout New South Wales with the tools and guidance to measure performance against State-wide data, essential in this environment.

Living Learning Libraries was developed by the Public Library Network Research Committee in 2008 as an evidence based set of standards and guidelines for NSW public libraries. Libraries Alive! was commissioned to develop the methodology and draft the document.

Libraries Alive! has updated and modified the Living Learning Libraries standards and guidelines annually since that time in liaison with the Public Library Network Research Committee. This 2011 edition builds on previous editions and has been updated by an editorial team comprising:

Cameron Morley (State Library of NSW - convenor)  
Frances Sims (SLNSW)  
Leanne Perry (SLNSW)  
Martyn Killion (SLNSW)  
Linda Bathur (Waverley Library)  
John Bayliss (Macquarie Regional Library)  
Chris Jones (Great Lakes Library Service)  
Michelle Mashman (Canterbury City Library)

This year it is notable that the Australian Library and Information Association (ALIA) has released national standards for public libraries, *Beyond a quality service: strengthening the social fabric; standards and guidelines for Australian public libraries*. The national standards were developed using the methodology developed for Living Learning Libraries, and provide a welcome counterpoint which will enable NSW libraries to compare themselves on a national scale. However, as the Living Learning Libraries standards and guidelines are based on the latest published NSW Public Library Statistics, they are considered more applicable to the NSW public library context.

The State Library welcomes feedback on these standards and guidelines, and please contact us for assistance in their application.

Frances Sims  
**Director, Public Library and Community Learning Services**  
July 2011



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### Scope and Purpose of the Standards and Guidelines

***Living Learning Libraries: standards and guidelines for NSW public libraries***, is an evidence-based guide to the development of library services in NSW. Written in two parts, it provides a practical basis for comparison among library services, as well as a framework for service assessment and continuous improvement. It is intended to encourage best practice in service delivery not by presenting theoretical targets, but by highlighting what standards are already achieved by leading libraries.

Commissioned by the State Library on behalf of the New South Wales Public Library Network Research Committee, these standards and guidelines are intended to assist public libraries and Councils to:

- Evaluate current services
- Set targets for improvement
- Develop continuous improvement in library service delivery, and
- Plan for future needs.

Public libraries in New South Wales are operated by Local Government Authorities (LGAs) or Councils in accordance with the *Library Act 1939* and the *Library Regulation 2010*. The Act mandates the fundamental principle for public library services in NSW which is free and equitable access to information. The Act sets out those core library services that must be offered free of charge, defines the relationship between Local Government and the State Government with regard to public library services, and articulates the State Government funding process.

This document underlines the key role of the Library Council of New South Wales and the State Library within the Public Library Network in providing leadership, coordination and support to promote high quality library services to all NSW citizens regardless of age, location, cultural background, disability or educational attainment.

Whilst ***Living Learning Libraries*** draws on recent work on standards and guidelines from Australia, the United Kingdom and the United States, it is firmly grounded in contemporary practice as recorded annually in ***Public Library Statistics***.

Australian Bureau of Statistics (ABS) population data as presented in ***Public Library Statistics*** has been used throughout.

***Living Learning Libraries*** complements other guidelines promulgated by the Library Council of New South Wales and the State Library of New South Wales.

### Update cycle

The quantitative targets expressed in the Standards section of ***Living Learning Libraries*** will be updated each year using the latest version of ***Public Library Statistics***. This process will ensure that the evidence base remains current. The Guidelines section will be reviewed each year and updated where contemporary practice indicates.



## Content and application

**Living Learning Libraries** contains performance measures to facilitate comparison among library services, and targets to assist in the development of library services. These measures are presented as *Standards* and *Guidelines*.

For the purposes of this document the following definitions are used:

Standards: *quality levels and goals for attainment*

Guidelines: *sets of principles for developing levels of performance which lead to quality library services.*

This document also contains strategies from library practitioners for tailoring services to the needs of local communities based on such factors as age, disability, socioeconomic status, cultural diversity and affordability.

**Living Learning Libraries** is not intended as a 'one size fits all' procedure manual, nor as a substitute for the experience and judgement of public library managers. Instead, the standards and guidelines need to be tempered in their application by the exigencies and possibilities of local conditions.

Part A presents standards with objectives. Targets are given where appropriate, along with measurement techniques. Part B presents a set of principles and practices for areas of library service provision and offers guidelines and checklists. This checklist approach, often adopted for library standards, is similar to that used in the statistical compilation tables in **People Places**, for which **Living Learning Libraries** is intended as a companion volume.

The supporting material includes a glossary, bibliography and index.

## Background

In February 2008 the State Library, on behalf of the NSW Public Library Research Committee<sup>1</sup>, commissioned Libraries Alive! Pty Ltd to develop up-to-date standards and guidelines for NSW public libraries in conjunction with the NSW Public Library Network. From the outset, the Committee determined that the work should be evidence-based and grounded in NSW library practice reflected and reported annually in *Public Library Statistics*. Initial work focused on a survey of Australian and overseas standards and guidelines, and on demographic and statistical factors relevant to the development of library services in NSW. Draft standards and guidelines were duly developed and endorsed by the Research Committee, comments were sought from the NSW Public Library Network, considered by the Committee, and incorporated.

The demographic, library and prior work contexts are summarised below.

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<sup>1</sup> Committee members: Kathleen Bresnahan, Cameron Morley and Leanne Perry from the State Library; Linda Bathur from Waverley, Chris Jones from Great Lakes, Michelle Mashman from Canterbury and Noelle Nelson from Newcastle. Libraries Alive! project team: Ian McCallum, Sherrey Quinn and Margaret Hyland.

## NSW statistical snapshot – underlying demographic factors<sup>2</sup>

1. Between 2006 and 2036 population ageing will continue. The population under 18 years of age is projected to increase by 18%, those aged between 18 to 64 years by 21%, and those aged 65 years and over by 111%. The percentage of the population aged 65 and over is expected to rise from 13.5% in 2006 to 21.5% in 2036.
2. Sydney will experience three quarters of the State's projected population growth; the remaining quarter of projected population growth will occur in the other coastal regions. Population decline is expected to occur in the Northern and North West regions. For the other inland regions (Central West, Murrumbidgee and Murray), modest population increases are expected.
3. In general, population densities decline steadily as one moves west and inland from the coast. This has implications for sustaining current numbers of service points and for continuing to operate at current levels with either a static or declining rate base. Local councils in these areas will be particularly vulnerable to economic and financial conditions – including the effects of inflation on salaries and materials. Current mobile and home library services are likely to come under cost pressure.
4. Regions within the rest of the State are more similar to each other than they are to Sydney, i.e. the proportion of older to younger people is increasing, and this brings with it a need to focus on services for older people.
5. Sydney – as the most popular destination for intrastate and overseas immigrants – will continue to have the greatest proportion of young people. Services to multiple age groups, often in many community languages, will continue to be important. Sydney's Councils will benefit from a steadily increasing rate and charges financial base, giving them greater options for service evolution than their non-metropolitan counterparts.

## Features in the library landscape

The literature survey revealed that many of the short- and medium-term trends impacting public library service delivery are already apparent:

1. Despite accelerating consumer preferences for materials in electronic formats, lending books and related physical objects will continue to be core business for the foreseeable future.
2. Public library provision of community spaces will continue to be core business for the foreseeable future.
3. Notwithstanding the first two points, the provision of technology, especially connection to the Internet, will continue to be core business.
4. The impact of the current National Broadband Network roll-out on public library services is likely to be profound; details will emerge beyond 2011-12.
5. Virtually all public libraries will offer 24/7 access to their catalogues and digitised holdings through their websites. Many websites will be in their third or fourth design iteration. Agreeing on standards for measuring website

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<sup>2</sup> Sources: NSW Department of Planning: *NSW state and regional population projections, 2006-2036*, 2008 release.  
[http://www.planning.nsw.gov.au/population/pdfs/nsw\\_state\\_regional\\_population\\_projections\\_2006\\_2036\\_2008release.pdf](http://www.planning.nsw.gov.au/population/pdfs/nsw_state_regional_population_projections_2006_2036_2008release.pdf)

traffic will become increasingly important; Google Analytics may become the default software tool.

6. There will be continued uptake of Web 2.0 and successor technology for customer interaction and content creation. Library customers will expect access to resources managed by public libraries, with increasing emphasis on digital materials delivered wirelessly to mobile phone, tablet or other form of portable computing device at a time that suits the consumer rather than the provider.
7. All tiers of government will continue making information and services available primarily through Web interfaces, and public libraries will be the nominated agencies for access provision for those who would not otherwise have it.
8. Conversely, members of the community, already accustomed to using electronic commerce systems for banking, paying government fees and charges, and submitting information to government, will increasingly expect that government information be delivered electronically, be easy to find, easy to print, and be stable and consistent.
9. Computer familiarity will become ubiquitous – a development hastened by the astonishingly rapid cost reductions of new hardware and fast take-up rates for new networking software and smart phones.
10. Visits to library websites will steadily increase to the point where for many libraries the number of digital visits will rival the number of physical visits. Customers will increasingly place holds for material through the Internet, receive alerts on their mobile devices and travel to libraries to collect rather than to browse.
11. As more and more digital information from commercial sources becomes available (at a cost), there will be increasing community demand for free public access to information and research produced by governments and other publicly funded organisations.
12. There will be increasing emphasis on directly interacting with customers by improving discovery and delivery methods for accessing electronic resources.
13. Libraries will increasingly take advantage of scale economies through consortium participation for access to library systems and the purchase and processing of library materials.
14. Library staff will be dealing with an increasingly sophisticated (Google aware) clientele. Staff will therefore need to be increasingly skilled in helping customers find what they want, better trained in treating customers the way they wish to be treated, and in contemporary information and communications technology (ICT).
15. Library performance management and reporting will become increasingly sophisticated, with benchmarking practised universally.
16. The availability of up-to-date national and state standards for public libraries will encourage local government authorities to monitor returns on their expenditure.

## Recognition of prior work

This set of standards and guidelines is based on information derived from NSW public library statistics and on previous work on library standards in Australia and overseas. The main sources consulted were:

*Towards a quality service: goals, objectives and standards for public libraries in Australia.* Australian Library and Information Association, 1990, reprinted 1994

*Guidelines and standards for Queensland public libraries:*  
<http://www.slq.qld.gov.au/info/publib/policy/guidelines>

The Queensland guidelines are a recent and very comprehensive Australian resource. They have built on the now dated ALIA publication *Towards a quality service: goals, objectives and standards for public libraries in Australia* but go further, in that they provide explicit guidance on baseline performance standards.

*Public library service standards 2007/08*, 3<sup>rd</sup> revised edition, June 2008 (Launched April 2001; 2<sup>nd</sup> revised edition March 2006, 3<sup>rd</sup> edition December 2007. UK Department for Culture, Media and Sport, 2008):  
<http://www.culture.gov.uk/images/publications/PulbicLibraryServicesApril08.pdf>

The UK standards document focuses on performance measurement methodology, and has been a useful source of performance measures and for discussion of the many issues associated with performance calculations.

*Wisconsin Public Library Standards*, 4th edition. Wisconsin Department of Public Instruction, Nov 2005: <http://www.dpi.state.wi.us/pld/standard.html>

The Wisconsin standards are a comprehensive planning resource, which includes a checklist approach to assist managers assess performance.

## Australian standards

In 2011 ALIA published *Beyond a quality service: strengthening the social fabric; standards and guidelines for Australian public libraries*. These are the first national standards for Australian public libraries to be published since *Towards a quality service* was published in 1990.

The State Library of New South Wales and the State Library of Queensland generously gave permission for their state-based standards and guidelines to be used as touchstones for the national project.

The text of the national guidelines is based, with permission from the State Library of New South Wales, on the NSW Guidelines presented in *Living learning libraries*, adjusted to suit a national focus.

The national standards will be of benefit to states and territories without their own standards but they are not intended to supplant the more detailed state standards and guidelines (such as *Living Learning Libraries*) which suit local needs and conditions.



# PART A. Standards – quality levels and goals

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The evidence base for the target figures derived for the Standards in Part A is *Public Library Statistics* and Bibliostat data for New South Wales public libraries. In this edition 2009–10 data is used.

- Baseline target: Derived from the median value. This is judged to be a reasonable **minimum** target for libraries.
- Enhanced target: Derived from the midpoint value of the third quartile. This target indicates the minimum enhanced level that higher performing libraries might achieve.
- Exemplary target: Derived from the value at the bottom of the fourth quartile (point immediately above the third quartile point (Q<sub>3</sub>). This target indicates the minimum exemplary level that leading libraries might achieve.

**Median** is the middle value of a series of numbers arranged in order from lowest to highest. The median in the data set is the value for which half the observations are lower and half are higher.

**Quartiles** measure the relative position of the data values by dividing the data set into four equal segments. The first quartile (Q<sub>1</sub>) cuts off the lowest 25% of data at the 25<sup>th</sup> percentile. The second quartile (Q<sub>2</sub> or the median) cuts the data set in half at the 50<sup>th</sup> percentile. The third quartile (Q<sub>3</sub>) cuts off the lowest 75% of data at the 75<sup>th</sup> percentile.

**Measurement parameters** provide definitions for the components within each standard and outline any limitations or boundaries which apply to the standard.

**Variables to consider:** a number of local factors will have an impact on the capacity of a library service to achieve the stated standard. These factors should be considered when applying the standard to your library service.

## How to use the Standards and Guidelines

These standards and guidelines will assist library managers and stakeholders to

- evaluate current library performance, for example in benchmarking against past performance, or against other libraries
- set reasonable targets for improvement in service delivery
- plan for future service needs
- ensure equitable service delivery
- develop evidence-based business cases for resources, equipment, and innovative services.

Guidance from practitioners is included to assist in tailoring services to the needs of local communities, based on such factors as age, disability, socioeconomic status, cultural diversity and affordability.

Part A presents standards and their objectives. Targets are given where appropriate, along with measurement techniques. Reference is made to the relevant supporting Guideline(s) in Part B.

Part B, Guidelines, covers principles and practices for library service provision, with reference to the relevant Standard(s). The Guidelines are presented in checklist format, convenient for use in assessing performance of library services, either in self-evaluation or in more formal reviews.

Related worksheets with space for indication of progress/achievement and comment by library managers, are available on the *Living Learning Libraries* pages of the State Library of New South Wales website:

[http://www.sl.nsw.gov.au/services/public\\_libraries/living\\_learning\\_libraries/index.html](http://www.sl.nsw.gov.au/services/public_libraries/living_learning_libraries/index.html)

Useful documents are listed in context throughout the Standards and Guidelines, and a complete list is given in the bibliography. The supporting material includes a glossary and index.

## LIBRARY MANAGEMENT STANDARDS

### Objective

To provide the community with a library service that is equitable, accessible, cost effective and efficient.

General guidelines for library management are presented in Section [G1, LIBRARY MANAGEMENT](#).

### S1. Library expenditure per capita

Baseline	<b>\$44.74</b>
Enhanced	<b>\$50.04</b>
Exemplary	<b>\$55.66</b>

#### Measurement parameters

Library expenditure includes operating expenditure and library materials (print and non-print) expenditure by library service, and excludes all capital expenditure except library material.

'Eligible population' for per capita analysis is the population of the area/local government area served by the library service. Data is sourced from the State Library's *Public Library Statistics* and the Australian Bureau of Statistics.

Please see the State Library Financial Reporting manual ([http://www.sl.nsw.gov.au/services/public\\_libraries/docs/financialreporting\\_07-08-15.pdf](http://www.sl.nsw.gov.au/services/public_libraries/docs/financialreporting_07-08-15.pdf)) for detailed definitions of capital and operating expenditure.

### S2. Borrowers (registered library members) as percentage of population

Baseline	46
Enhanced	51
Exemplary	58

#### Measurement parameters

Borrowers (registered members); eligible population.

Borrowers are those members of the community who have joined their local public library and hold a membership card. Membership records are maintained on computer databases and these records are updated every two years. Note that from the 2010/11 statistics collection period, this measurement parameter will be changed from two to three years in line with national standards.

Members should be contacted by email or post before being deleted from the register.

'Eligible population' is the population of the area/local government area served by the library. Data is sourced from the Australian Bureau of Statistics.



### Variables to consider

Non-resident membership: some Local Government Areas (LGAs) are likely to show a very high percentage of membership because members include non-residents who travel to the LGA to work, shop or for holidays. These non-resident members are not, by definition, included in the base 'eligible population'. However, the measure of borrowers/membership per capita, using number of registered active members and LGA population, is a measure agreed across Australia.

Libraries may have 'hidden membership', that is, customers who, without registering as members, visit the library to use materials, computers or library spaces, or attend events. These customers will be counted in the 'visits' statistics, but not in the membership tally.

In general, all customers who visit the library or use its resources should be encouraged to register as members.

### S3 and S4. Opening hours

#### Objective

To open at times which enable the community to make the most effective use of the library service and to ensure that the library's resources and services are as widely available as possible.

Public libraries should be open at times when their customers might reasonably expect them to be open.

General guidelines for opening hours are presented in Section [G2, OPENING HOURS](#).

The targets in S3 and S4 are suggested minimum opening hours.

**Note:** If the Library is a member of a regional library, consider opening hours at the LGA level.

### S3. Central Library opening hours

#### Central branch opening hours

Population	Hours per week
<10,000	30
10,000 – 20,000	42
20,000 – 50,000	48
50,000 – 100,000	53
100,000+	62

### Measurement parameters

**Note:** If the Library is a member of a regional library and is the only service point in its LGA, apply the Central Library standard.

A Central Library is either a single site library service point or the operational centre and central service point of a multiple site library service; is operated by permanent paid library staff; is usually where the principal library collections are housed; processing is centralised; AND where the public have direct access to a full range of library services and facilities. Unless otherwise specified the main branch library of the Administering Council of a Regional Library service is taken as the Central Library.

'Population' is the population of the area/local government area served by the library. Data is sourced from the Australian Bureau of Statistics.

#### S4. Total opening hours

Population	Suggested average opening hours per branch per week (excluding central library hours)	Suggested total opening hours per week = central library opening hours per week + (no of branches x average branch opening hours per week)
<10,000	17	30+ (no of branches x 17)
10,000 – 20,000	21	42+ (no of branches x 21)
20,000 – 50,000	27	48+ (no of branches x 27)
50,000 – 100,000	31	53+ (no of branches x 31)
100,000+	40	62 + (no of branches x 40)

### Measurement parameters

**Note:** Standard S4 is appropriate only for branch libraries in a library service run by a single LGA and does not apply to branches of a regional library where there is only one service point in a LGA. In that case, apply S3, Central libraries.

The targets in S4 are suggested minimum total opening hours for libraries with at least one branch other than their central library. Total library opening hours include all central and branch opening hours, and mobile library stops (that is, the number of hours that mobile libraries are accessible to the public, but not the travel time between stops). Libraries with a central library and no branches should use [S3, Central opening hours](#).

As defined in *Public library statistics*, a branch is a service point that is an auxiliary facility with separate quarters from the Central Library, a permanent collection of books, permanent paid staff present during all hours of opening, offers a broad range of public library services and a regular schedule of public service hours. Public service outlets and deposit stations should not be included in this calculation.

Suggested opening hours per week are based on average number of opening hours per branch including mobile libraries within the nominated population ranges because, in general, the more branches the greater the total number of opening hours.

### Variables to consider

It is difficult to be prescriptive about opening hours given the variations in library service models and community area and population density in NSW, so it is appropriate to sound a note of caution in applying this standard without regard for the different ways in which library services are delivered to different communities. For example, opening hours and number of branches for a library serving central Sydney are likely to be quite different from opening hours and branches for a library service striving to cover hundreds or even thousands of square kilometres.

The main variables which influence opening hours include:

- Structure and service models: Central and/or branch/branches and/or mobile library/libraries and/or other service points
- Number of branches and size (area and population) of the community/region served
- Central library and branch library locations and degree of geographic isolation
- Staff numbers
- Location of other community service points
- Local shopping and school hours.

### S5. Visits to library per capita

Baseline	5.0
Enhanced	5.6
Exemplary	6.3

### Measurement parameters

'Visits' is visits in person, and includes all visits to all service points (i.e., library buildings and mobile libraries).

'Eligible population' is the population of the area/local government area served by the library. Data is sourced from the Australian Bureau of Statistics.

### Variables to consider

Many more people use public libraries than are registered members. This standard includes the use of library services by customers who visit to consult the reference collection and information resources, read newspapers and magazines, use computers and the Internet in the library, attend library events and programs, as well as borrow library materials. Again, numbers for city or regional centre LGAs and tourist destinations are likely to be higher since they include travellers to work, to shop and for holidays.

**Note:** Virtual visits or visits to a library website have not been considered within the targets presented in this standard. No separate targets are given for virtual visits, as there is at present no agreed methodology for counting them and no evidence base of data from which to derive targets. When consistent

methodologies are agreed and in use in Australia, appropriate targets will be included in future editions.

## STAFFING STANDARDS

### Objective

To ensure that the size and mix of library staff support a range of services and programs which meet the needs of the community.

Each public library has paid qualified staff of one or more persons including a fully qualified library manager. Please refer to the Australian Library and Information Association recognised library and information qualifications at <http://www.alia.org.au/education/qualifications/> for definitions of library staff.

Section 10 of the *Library Act* sets out the core components of public library services to be provided free of charge. The Guidelines to Section 10<sup>3</sup> provide principles and examples to assist local authorities in providing core, non-core and value-added services appropriate for the library's community.

A library service's commitment and responsiveness to its community is reflected in the mix of library staff selected to offer programs and services. It is assumed that in any library, responsibility for reference services and technical services is assigned to appropriately qualified staff. In addition, responsibility for special and targeted services is also explicitly assigned.

The standards S10 and S11 are recommended as the minimum requirement for numbers of staff (S10) and qualified staff (S11), to encourage consistency of service delivery across the state.

**Note:** A regional library staffing model should reflect the regional library agreement. The distribution of staff across the different councils should be consistent with the distribution of responsibilities. For example, where one council is identified as responsible for collection management, information technology, professional development, programming and promotion across the region there is likely to be a larger proportion of the staff based in the regional library at that council. If responsibility for aspects of the service are shared across the member councils than staff will be more evenly spread across the member councils

General guidelines for library staffing are presented in Section [G8, LIBRARY STAFFING](#).

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<sup>3</sup> [Guidelines for Local Government Authorities including Guidelines to Section 10:](http://www.sl.nsw.gov.au/services/public_libraries/legislation/guidelines_local_government_authorities.html)  
[http://www.sl.nsw.gov.au/services/public\\_libraries/legislation/guidelines\\_local\\_government\\_authorities.html](http://www.sl.nsw.gov.au/services/public_libraries/legislation/guidelines_local_government_authorities.html)

S6. Staff members – minimum level

<b>Minimum number of staff members per 3,000 eligible population:</b>		
<b>Baseline</b>	<b>Enhanced</b>	<b>Exemplary</b>
1	1.1	1.3

**Measurement parameters**

‘Staff members’ means paid library staff. Ancillary staff (e.g. attendants and cleaners), casuals and volunteers are not included. Population data is sourced from the Australian Bureau of Statistics.

Staff members include established positions regardless of whether or not they are currently occupied.

‘Eligible population’ is the population of the area/local government area served by the library. Data is sourced from the Australian Bureau of Statistics.

**Points to consider:**

Libraries which use self check/RFID and/or outsource collection management functions may find their staff requirements can be rationalised, freeing-up staff for additional professional services and programs, and/or reducing the staff requirement for routine materials handling.

Other factors which affect staff requirements include the number of self-check units, and the degree of customer acceptance of them (that is, the percentage of loans which are self-checked).

S7. Qualified staff members – minimum level

<b>Population</b>	<b>Qualified staff staffing level:</b>		
	<b>Minimum qualified staffing level:</b>	<b>Enhanced qualified staffing level:</b>	<b>Exemplary qualified staffing level:</b>
<50,000	For every 7,500 people or part thereof, one of the full-time equivalent staff should be a qualified staff member.	For every 5,000 people or part thereof, one of the full-time equivalent staff should be a qualified staff member.	For every 4,000 people or part thereof, one of the full-time equivalent staff should be a qualified staff member
>50,000	For every 10,000 people or part thereof, one of the full-time equivalent staff should be a qualified staff member.	For every 7,500 people or part thereof, one of the full-time equivalent staff should be a qualified staff member.	For every 5,000 people or part thereof, one of the full-time equivalent staff should be a qualified staff member.

## Measurement parameters

'Qualified staff members' means paid members who are eligible for professional membership of the Australian Library and Information Association (ALIA).

Population data is sourced from the Australian Bureau of statistics.

Staff members with specialist responsibilities (see [S8](#)) are included in this count.

The distribution of qualified staff across a regional library should be consistent with the distribution of responsibilities as outlined in the regional library agreement.

Note: These targets are **minimum** standards.

## Points to consider

Many libraries, particularly those serving large populations and populations including significant numbers of people from culturally diverse backgrounds, require a higher proportion of qualified staff because the range of programs and special services offered is both more varied and greater in number. Such libraries are likely to exceed these standards.

It is acknowledged that many rural libraries have significant difficulties in recruiting qualified staff members. Local authorities should seek to employ the most appropriate mix possible of professional and paraprofessional library staff. (Para-professional staff are those eligible for Library Technician membership of ALIA.)

### S8. Staff members – special responsibilities for targeted services

Staff members with special responsibilities for targeted services are included in the overall count for S6 and S7.

General guidelines for library [targeted services](#) are presented in Sections [G13](#) to [G19](#).

Population	Assign responsibility to a suitably qualified staff member for:
35,000 or more	Young people's services (children and young adults) Older people's services Home library services (major duty)
Up to 50,000	Information technology/library systems (major duty)
50,000 or more	Information technology/library systems (full-time equivalent) Home library services (1 full time equivalent )
110,000 or more	Young adult services specialist (1 full time equivalent)
20–40% speaking language other than English at home	Multicultural services specialist (1 full time equivalent)

>40% speaking language other than English at home	Multicultural services specialists (2 full time equivalent)
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**Measurement parameters**

Reference services are considered core components of public library services which will be provided by all public libraries across NSW. It is assumed that in all libraries, responsibility for reference services and technical services is assigned to appropriately qualified staff, however the model and level of staffing have been left to the discretion of the library manager so that local conditions can be applied.

Responsibility has been assigned to various specialist areas. Numbers of staff assigned to these areas have been specified only when the population is above 35,000. Library services with smaller populations are likely to have fewer staff resources and therefore staffing targets have been developed to allow more flexibility in these circumstances.

A remote central library may not be the most appropriate to deliver a Home Library Services in local communities. For libraries in regional library arrangements, a Home Library Service should therefore be resourced and delivered at the local level.



## COLLECTION STANDARDS

### Objective

To provide access to a current and relevant collection which meets the needs of the community.

Note that [S10](#), [S11](#), [S12](#), [S13](#) and [S14](#) are related measures and should be used in conjunction with each other to assess collection quality and performance. 'Items per capita' alone is not a sufficient measure of quality. Items per capita may be artificially inflated if the collection is not regularly weeded and the age of stock drifts out, or if the library maintains a large 'stack' collection. Given that the strength of a collection usually lies with its currency rather than its size, stock turnover ([S13](#)) and circulation ([S14](#)) are important measures of the appeal of collection items.

General guidelines for stock collection and acquisition are presented in Section [G9](#), [COLLECTION ACQUISITION](#)

### S9. Expenditure on library materials per capita

Baseline	\$4.23
Enhanced	\$4.70
Exemplary	\$5.65

#### Measurement parameters

'Library materials' is defined as 'any book and non book material, including but not limited to videos, talking books, DVDs, computer games, toys, magazines, CDs, newspapers, CD-ROMs, maps, plans, manuscripts. Note that expenditure on licensed access to electronic resources is included in line with the definition used in statistics collection for *Public Library Statistics, 2009/10*.

'Eligible population' is the population of the area/local government area served by the library service. Data is sourced from the Australian Bureau of Statistics.

S10. Items per capita

	<b>Populations up to 100,000</b>	<b>Populations 100,000 and over</b>
Baseline	2.4	1.5
Enhanced	2.6	1.8
Exemplary	3.1	2.0

**Measurement parameters**

'Items in collection' is 'library material' (stock). 'Library materials' is defined as 'any book and non book material, including but not limited to videos, talking books, DVDs, computer games, toys, magazines, CDs, newspapers, CD-ROMs, maps, plans, manuscripts'. Note that licensed access to electronic resources is not included.

'Eligible population' is the population of the area/local government area served by the library service. Data is sourced from the Australian Bureau of Statistics.

**Variables to consider**

Smaller libraries may have a proportionately higher number of items per capita in order to maintain customer choice.

S11. Acquisitions per capita per annum

	<b>Populations up to 100,000</b>	<b>Populations 100,000 and over</b>
Baseline	0.25	0.19
Enhanced	0.27	0.21
Exemplary	0.32	0.24

**Measurement parameters**

Acquisitions per annum are items of library material (stock) purchased over a one year period. 'Library materials' is defined as 'any book and non book material, including but not limited to videos, talking books, DVDs, computer games, toys, magazines, CDs, newspapers, CD-ROMs, maps, plans, manuscripts'. Note that licensed access to electronic resources is not included.

'Eligible population' is the population of the area/local government area served by the library service. Data is sourced from the Australian Bureau of Statistics.

## S12. Age of collection

% of library collection purchased in last 5 years

	%
Baseline	47
Enhanced	50
Exemplary	53

% of library collection purchased in last 10 years

	%
Baseline	73
Enhanced	76
Exemplary	83

### **Measurement parameters**

Age is the per cent of the collections purchased within the last 5 or 10 years.

Library collection is the total number of items of library material (stock) owned by the library service. 'Library materials' is defined as 'any book and non book material, including but not limited to videos, talking books, DVDs, computer games, toys, magazines, CDs, newspapers, CD-ROMs, maps, plans, manuscripts'. Note that licensed access to electronic resources is not included. If the age of the collection is improved (that is, a higher percentage of the collection is new), then loans and collection turnover will increase.

### S13. Turnover of stock

	All libraries	Optional targets for population 100,000 and over
Baseline	3.7	4.8
Enhanced	4.0	5.3
Exemplary	4.8	5.7

#### Measurement parameters

Turnover is obtained by dividing the total circulation by the total library lending stock to provide an indication of stock use.

If there is a large non-lending stack or reference collection this will reduce performance against Standards S12 to S14.

### S14. Circulation per capita

Baseline	6.5
Enhanced	7.3
Exemplary	8.3

#### Measurement parameters

'Circulation' is total number of loans (items) from all service points.

'Eligible population' is the population of the area/local government area served by the library. Data is sourced from the Australian Bureau of Statistics.

Transient and seasonal populations are a factor here as well.

The model for borrowing/lending e-books and audio books is the same as lending print items, that is count downloads of e-books/audio books as loans.

Exclude electronic serials issues from issues lending figures.

If there is a large non-lending stack collection and/or significant family history and genealogy reference collections this will reduce performance against Standards S12 to S14.

Collection age directly influences loans and stock turnover. If the age of the collection is improved (that is, a higher percentage of the collection is new), then loans and collection turnover will increase.

#### Variables to consider

- Length of circulation period
- Number of items allowed to be borrowed at one time
- Renewal policy.

## INFORMATION TECHNOLOGY STANDARDS

### Objective

To ensure the accessibility of all library resources and services to the community served by the Library. (Information Technology Standards include all aspects of ICT: Information and Communication Technologies).

General guidelines for library technology are presented in Section [G12, INFORMATION TECHNOLOGY](#).

### S15 Provision of multiple use public Internet workstations

Minimum standards:

General: 1 PC for public access to the Internet per 3,000 residents or part thereof.

Libraries serving populations of less than 20,000 at least 5 PCs with Internet access.

Additional public access PCs provided with current software, printing facilities, scanners and associated equipment.

Public and staff PCs less than 3 years old

Application software less than 3 years old

At least one printer accessible from each public workstation

Wireless Internet provision and power outlets so that customers can use their own personal computers in the library

### Variables to consider

Public access PCs for Internet access and other uses should be provided in each branch. Numbers of PCs per branch is dependent on the population served.

The number of printers provided will depend on the network configuration within individual libraries and on customer demand.

**Note:** general practice is to depreciate computers and peripherals over a three-year period. Some library services operate with different leasing periods e.g. four years. In some libraries, leasing arrangements are likely to be required to conform with Council policies.

## PROGRAMS

### Objective

To provide the community with a range of activities related to library services and collections.

General guidelines for library programs are presented in Section [G20](#), PROGRAMS.

### Definition

A library program is an ongoing series or sequence of activities provided by library staff or library staff in partnership with other community or business organisations and usually related to a particular library service, library collection or population demographic e.g. children's storytimes; homework help; book discussion groups or reading clubs; learning activities related to library user education programs; English language conversation classes; parent education seminars. Library programs are usually delivered in library buildings but can be conducted in other community spaces e.g. schools; senior citizens' centres etc.

A library event is a 'one off' activity or performance or occasion that is usually held in the library, and is usually related to a library program, thus targeting particular sections of the library's community of users – for example, Easter hat parade; Christmas carols in the library; celebrating local community festivals.

### S16. Library programs

See also the definition of User education programs at [G6](#), [INFORMATION AND READERS' ADVISORY SERVICES](#) under the heading Reader education or User education.

Population	
<10,000	1 Children's storytime per week
10,000 – 30,000	Children's storytime offered more than once per week 1 library program suitable for adults or seniors or culturally diverse community, per week 1 user education program offered more than once per week
30,000 – 50,000	Children's storytime offered more than once per week Young persons library program on regular basis Library program suitable for adults or seniors or culturally diverse community Reader/customer education library program offered more than once per week
50,000+	A mix of library programs to meet population demographics and other variables, particularly staff skills; some offered more than once per week.

**Measurement parameters**

Attendees at library programs and events are counted, and the library records the total number of attendees per annum, as well as the sub-total for each event or type of program per annum.

Evaluations of all library programs and events are regularly conducted.

**Variables to consider**

- Size of library. For larger library services replication of some library programs in some or all branches may be appropriate.
- Size and composition of community demographics
- Physical spaces in library buildings that can accommodate groups
- IT equipment that can accommodate group learning
- Library staff skills
- Community and business organisations appropriate for relevant partnerships
- Activities provided by other similar community organisations.

## SATISFACTION WITH LIBRARY SERVICES

### Objective

To ascertain library customer satisfaction or dissatisfaction with library services.

The aim is to suggest a single, simple measure of satisfaction which NSW libraries can use for comparison with each other, or for identifying trends over time.

This is not the only measure of satisfaction that libraries will employ. Libraries and Councils collect information and monitor their performance against a variety of user satisfaction measures for their own management purposes and to reflect the consultation or planning processes they have undertaken. When seeking such feedback, surveys and questions are usually purpose-designed, and thus are beyond the scope of this standards document.

Additional discussion of qualitative measures is presented in Section [G21, QUALITATIVE DATA COLLECTION](#). See also G22, Customer service.

S17 % of library users who view their library service as 'very' good' or 'good'

Question: Do you view the library service as:

Very poor	Poor	Adequate	Good	Very good
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Suggested target: 95% of survey sample respond 'good' or 'very good'.

### Measurement parameter

It is recommended that such a survey is conducted every two years.



# PART B. Guidelines & checklists

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This Part provides general guidelines for developing quality services in NSW public libraries.

Guidelines are numbered and prefixed with G to distinguish them from standards. Each numbered section includes an objective, guidelines (covering principles, issues and best practice), suggested performance indicators and things to consider. Reference is made to existing standards where relevant. The purpose of the performance indicators is to suggest some techniques which library managers can use to measure the success and efficiency of library processes and gain an overview of the performance of the library

Together, the Guidelines are **a set of principles for developing levels of performance which lead to quality library services.**

## How to use the Standards and Guidelines

These standards and guidelines will assist library managers and stakeholders to

- evaluate current library performance, for example in benchmarking against past performance, or against other libraries
- set reasonable targets for improvement in service delivery
- plan for future service needs
- ensure equitable service delivery
- develop evidence-based business cases for resources, equipment, and innovative services.

Guidance from practitioners is included to assist in tailoring services to the needs of local communities, based on such factors as age, disability, socioeconomic status, cultural diversity and affordability.

Part A presents standards and their objectives. Targets are given where appropriate, along with measurement techniques. Reference is made to the relevant supporting Guideline(s) in Part B.

Part B, Guidelines, covers principles and practices for library service provision, with reference to the relevant Standard(s). The Guidelines are presented in checklist format, convenient for use in assessing performance of library services, either in self-evaluation or in more formal reviews.

Related worksheets with space for indication of progress/achievement and comment by library managers, are available on the *Living Learning Libraries* pages of the State Library of New South Wales website:  
[http://www.sl.nsw.gov.au/services/public\\_libraries/living\\_learning\\_libraries/index.html](http://www.sl.nsw.gov.au/services/public_libraries/living_learning_libraries/index.html)

Useful documents are listed in context throughout the Standards and Guidelines, and a complete list is given in the bibliography. The supporting material includes a glossary and index.

## G1. LIBRARY MANAGEMENT

### Objectives

To provide the community with a library service that is equitable, accessible, cost effective and efficient.

Main relevant standards: [S1 to S5, LIBRARY MANAGEMENT STANDARDS.](#)

### Guidelines

This Guideline presents general principles which will assist in the efficient and effective management of libraries.

#### *Financial management*

Refer to *Financial reporting*. State Library of NSW. Last updated 7 October 2008 at the following URL:

[http://www.sl.nsw.gov.au/services/public\\_libraries/funding/financial\\_reporting.html](http://www.sl.nsw.gov.au/services/public_libraries/funding/financial_reporting.html)

#### *Library service management principles*

The Library Manager is an appropriately qualified librarian
Staff, services and resources of the public library are managed efficiently and effectively
The local Council is kept informed of new developments in the field of librarianship and their potential impact on the provision of library services
The Library interacts with other Council services and community agencies to ensure that the library service is a focal point for the community
Statistics are collected that relate to resources, staff, services and activities, in order to facilitate library planning
Statistics are used to benchmark against other comparable libraries
Standard statistical reporting data is provided to appropriate organisations, i.e. SLNSW; ABS; National and State Libraries of Australasia (NSLA)
A long range plan is in place, stating goals, objectives, priorities, strategies, programs and policies
New services and programs are planned and initiated according to changing needs in the community
Library facilities are planned and developed according to changing needs in the community
The Library Manager contributes to the local Council's overall planning, policy development and reporting, to ensure library service is integral to Council's broader strategic planning process, e.g., Strategic Plan, Social Plan, Community Consultation

The Library Manager operates and advises within the framework of the <i>Library Act 1939</i> and <i>Library Regulation 2010</i>
The Library Manager is an advocate for the library service, communicating the value that a public library adds to the community
The Library Manager contributes to and is involved in activities related to the library profession as a whole, in order to maintain professional expertise in management
Library policy documents are established, promulgated, maintained and updated. These documents include but are not limited to:
1. Collections development policy (retention and deselection of library materials; complaints re library materials; gifts and donations; digital practice; special collections)
2. Conditions of library use policy (including, for example, youth protocol, code of conduct, customer service charter, policy on exclusion of customers)
3. Membership policy
4. Circulation of library materials policy
5. Online information policy including Internet acceptable use policy
6. Policy for children and young people (eg. services, supervision, safety)
7. Volunteers policy
8. Home library services policy

### Things to consider

The bibliography includes useful policy documents, guidelines and manuals which will assist library managers and their staff in service design, delivery and reporting. References are also listed in context throughout Part B.

There are a number of resources which assist Library Managers in demonstrating and communicating the value that libraries add to their communities. These include studies in New South Wales and Victoria:

*Enriching communities: the value of public libraries in New South Wales*, prepared by J.L. Management Services. Library Council of New South Wales, March 2008:

[http://www.sl.nsw.gov.au/services/public\\_libraries/publications/docs/enriching\\_communities.pdf](http://www.sl.nsw.gov.au/services/public_libraries/publications/docs/enriching_communities.pdf)

*Sustaining communities: Measuring the value of public libraries. Phase one: A review of research approaches*, prepared by Jennifer Berryman for the Public Library Network Research Committee. (State Library of NSW, October 2005):

[http://www.sl.nsw.gov.au/services/public\\_libraries/docs/sustainingcommunities.pdf](http://www.sl.nsw.gov.au/services/public_libraries/docs/sustainingcommunities.pdf)

*Dollars, sense and public libraries - A landmark study of the socio-economic value of Victorian Public Libraries*, prepared by SGS Economics & Planning (A Statewide Public Library Development Project funded by the Library Board of Victoria and delivered by the State Library of Victoria in collaboration with Public Libraries Victoria.): <http://www.publiclibrariesvictoria.net.au/node/13>

*Libraries building communities*, Library Board of Victoria and the Victorian Public Library Network 2005:  
[http://www2.slv.vic.gov.au/about/information/publications/policies\\_reports/plu\\_lbc.html](http://www2.slv.vic.gov.au/about/information/publications/policies_reports/plu_lbc.html)

ALIA has published the following advocacy resources:

*The little book of public libraries*, 2009:  
[http://www.alia.org.au/publiclibraries/ALIA.Little.Book.of.Public.Libraries\\_pdf\\_for\\_web.pdf](http://www.alia.org.au/publiclibraries/ALIA.Little.Book.of.Public.Libraries_pdf_for_web.pdf)

*Public library advocacy kit (Public library fast facts/How do public libraries compare?)*: <http://www.alia.org.au/advocacy/public.library.advocacy.kit.pdf>

Additional resources are available from the ALIA Advocacy page:  
<http://www.alia.org.au/advocacy/>

## G2. OPENING HOURS

### Objective

To open at times which enable the community to make the most effective use of the library service and to ensure that the library's resources and services are as widely available as possible.

Public libraries should be open at times when their customers might reasonably expect them to be open. Local influences on opening hours include library location, location of other community service points, local shopping and school hours, number of branches and size (area and population) of the community/region served, and number of staff employed.

Relevant standards: [S3](#) and [S4](#), Opening hours.

### Guidelines

Library hours are fixed and include morning, afternoon, evening and weekend hours, based on assessment of users and potential users rather than on staff convenience
Library opening hours are displayed outside service points
Opening hours are consistent, predictable and easy for customers to understand
Changes to opening hours are advertised well in advance
The Library establishes and meets the standard for hours open, appropriate for size of population served
The nature of the community (for example, young people, families with children, seniors) is taken into account
The proximity of the library to other community facilities such as shops, businesses and public transport, and their hours of operation are taken into account
Remote access to library resources (eg. online library services and resources, including the online catalogue) is available at all times
The library provides after hours facilities for return of library materials
The hours, once set, are routinely reviewed to take into account changing demographics and circumstances

### Suggested performance indicators

- Central library opening hours per week per capita of population
- Branch library opening hours per week per capita of population
- Total opening hours (all service points) per week per capita

## Things to consider

Measuring opening hours needs to take account of all service points (all central and branch opening hours) including mobile libraries. The measure of opening hours for mobile libraries is the operating time spent at mobile library stops; travelling time between stops is not counted (*Public Library Statistics, 2009/10*, p. xxi).

## G3. LIBRARY BUILDINGS

### Objectives

To provide a physical facility which will serve the identified needs of the community. The building should be attractive, designed for efficiency and sustainability, flexible and functional.

To provide libraries that are convenient and accessible to the public.

### Guidelines

Library buildings and service points should conform with the provisions of *People places: a guide for public library buildings in NSW* which is a comprehensive guide to the planning and management of library buildings, available in the *Public Library Services* section of the State Library website.

## G4. MOBILE LIBRARIES

### Objective

To provide a public library service via a specially designed and equipped vehicle to those people who cannot reach a normal branch or central library.

### Guidelines

Access is provided to a representative range of the library's services and collections within the mobile library, including access to library technology. Schedule assessed as appropriate for users and locations.

The following publications are recommended:

*People places: a guide for public library buildings in NSW*

[http://www.sl.nsw.gov.au/services/public\\_libraries/library\\_mgt/lib\\_management\\_docs/peopleplaces\\_2ndedition.pdf](http://www.sl.nsw.gov.au/services/public_libraries/library_mgt/lib_management_docs/peopleplaces_2ndedition.pdf)

International Federation of Library Associations and Institutions 2010, *Mobile library guidelines*. Revision by a working group of the IFLA Public Libraries Section, co-ordinated by Ian Stringer. IFLA Headquarters, 2010 (IFLA professional report no 123).

*State Library of Queensland 2009, Mobile libraries standard* (Queensland Public Library Standards and Guidelines), June 2009:

[http://www.slq.qld.gov.au/\\_data/assets/pdf\\_file/0003/146262/SLQ\\_-\\_Mobile\\_libraries\\_standard\\_June\\_2009.pdf](http://www.slq.qld.gov.au/_data/assets/pdf_file/0003/146262/SLQ_-_Mobile_libraries_standard_June_2009.pdf)

The mobile libraries site (<http://www.mobilelibraries.com.au/>) developed by the New South Wales Upper Murray Regional Library provides guidance in developing and managing mobile library services in Australia and includes:

- locations of mobile libraries or bookmobiles in Australian states
- conferences and conference proceedings
- awards
- occupational health and safety information
- online options that outline telecommunication technologies for mobile libraries.

Country Public Libraries Group (Victoria) 2005, *Health and safety in a mobile library; guidelines for staff*. Issue no. 2, prepared by ARK Consulting Group, August 2005:

[www.libraries.vic.gov.au/downloads/Country\\_Public\\_Libraries\\_Group/health\\_and\\_safety\\_in\\_a\\_mobile\\_library\\_v3.doc](http://www.libraries.vic.gov.au/downloads/Country_Public_Libraries_Group/health_and_safety_in_a_mobile_library_v3.doc)

Country Public Libraries Group (Victoria) 2005, *Mobile libraries occupational health and safety checklist*. Issue no. 2, prepared by ARK Consulting Group, August 2005:

[http://www.libraries.vic.gov.au/downloads/Country\\_Public\\_Libraries\\_Group/mobile\\_libraries\\_ohs\\_checklist\\_v3.doc](http://www.libraries.vic.gov.au/downloads/Country_Public_Libraries_Group/mobile_libraries_ohs_checklist_v3.doc)



Mobile library service delivery and related issues are also discussed in: *Taking services into the future: a manual for country public libraries* by John Little, (Department For Victorian Communities, Local Government and Regional Services Division, 2003, Sections 5.2, p. 154–5 and 6.4; p. 177–80)  
[http://www.dpcd.vic.gov.au/\\_data/assets/pdf\\_file/0016/38050/0806-53TakingServicesFuturePart2.pdf](http://www.dpcd.vic.gov.au/_data/assets/pdf_file/0016/38050/0806-53TakingServicesFuturePart2.pdf)

## G5. MARKETING AND PROMOTION

### Objective:

To ensure that all members of the community are made aware of library services and programs.

To facilitate easy access to library facilities, services and programs for all members of the community.

This Guideline should be read in conjunction with G.22 Customer service.

**Note:** Refer also to Part A, [S17, SATISFACTION WITH LIBRARY SERVICES](#).

### Guidelines

A proportion of the library budget is allocated to marketing and promotional activities
Library staff participate in marketing and promotion
Local electronic, print and non-print media including accessible formats are used to promote library services and programs
Specific strategies are developed to provide information about targeted library services and programs, including dissemination of publicity materials in alternate formats and languages other than English
Good quality informational, directional and promotional material is used
Library policies are developed, reviewed and revised with consideration given to their effect on the library's public relations
Partnerships have been formed with local community organisations, local businesses, State Library of NSW and ALIA to facilitate library marketing and promotion
Partnerships are monitored to ensure ongoing relevance
Library surveys are conducted with both library customers and non library users, on a regular basis, e.g. every two years
The success or popularity of library programs and events is evaluated using surveys of opinion or by assessing the impact on, for example, visits, loans and membership
Media coverage is monitored for frequency of mention of library service and usefulness for library events and programs, including specific media coverage for specific events and programs.

### Suggested performance indicators

- Number of promotional activities per annum
- Number of [positive] media mentions of the library service per annum
- Number of participants attending activities.

## Things to consider

Libraries may need to operate within the constraints of local Council policy (if any) on media relations and promotion.

Council's media/public relations staff may be able to assist the Library in promotional activities and preparation of promotional materials.

A 'Friends of the Library' group could provide publicity and support for the library.

## G6. INFORMATION AND READERS' ADVISORY SERVICES

### Objectives

To offer information and readers' advisory services to all library customers.

To ensure that these services provide customers with the information and/or reading materials that suit their requirements in an appropriate timeframe.

To offer education programs to support information and digital literacy, and effective use of library resources and facilities.

This Guideline should be read in conjunction with G.22 Customer service.

### **Definitions**

#### **Information request**

The following definition for *Information request* has been developed by the Public Libraries Evaluation Group (PLEG):

An information request is any enquiry which involves the knowledge, use, recommendations, interpretation, or instruction in the use of one or more informational sources, including information and referral services, by a member of the library staff.

Information sources include printed and non-printed materials, databases, catalogues, referral to other libraries, institutions, and people inside and outside the library.

The request may come in person, by phone, fax, mail or email from an adult or a child.

Information requests include:

- Enquiries on author/title, subjects, local studies, genealogy, community information, literacy / ESL resources, community language resources
- Questions of fact (or requests for help in finding facts)
- General requests for help, such as catalogue searches, database searches or readers' advising
- Requests for information and referral (e.g. questions about agency services or people in the community who provide specific help or services).

#### **Readers' advisory work**

This is the definition of readers' advisory work used in *Rewarding Reading*, the training program for readers' advisers developed for the State Library of New South Wales, and presented across Australia and New Zealand since 2005.

'A readers' advisory service (sometimes called reader development) is one in which knowledgeable, non-judgemental library staff help readers with their leisure reading needs. Using knowledge of fiction and non-fiction material, familiarity with the library collection, and print and electronic reference tools, the readers' adviser helps the reader answer the question 'What do I read next?' The service includes suggesting new or unfamiliar authors and topics or genres, interesting casual readers in more systematic reading, maintaining contacts with

local educational agencies, promoting reading and encouraging use of the library service.'

### **Reader education or User education**

Provides individuals and/or groups with advice on using the library's facilities and services; training programs in the use of information technology; information and digital literacy programs. A reader education program may be formal tuition in an aspect of library service, information technology or digital literacy, or as informal as a booking for one or two people for a 'how to use the Internet' session.

#### Guidelines

Appropriately skilled and trained staff deal with information and readers' advisory requests
Appropriately trained staff provide customer education programs
Library collections and electronic resources support responses to information requests and readers' advisory work
Appropriate community information database/s are developed and/or used for information service delivery
Interlibrary loan services are used to support information service delivery
Information services are accessible to library customers onsite and electronically
Signage in library buildings is used to facilitate access to information and readers advisory services
Reader education programs and activities in the library are appropriately advertised and promoted
Appropriate training in information service and readers' advisory work and procedures are provided to all staff

#### Suggested performance indicators

- Number of reservations per annum
- Number of requests per annum involving all aspects of library services onsite and electronically:
  - Information requests
  - Readers' advisory requests
  - Community information enquiries
  - Council services enquiries.
- Number of reader education and training programs offered per annum
- Attendance numbers of library customers at public reader education and other training programs per annum
- Satisfaction rate for reader education and other training programs.

Things to consider

### ***Information Request Completion Rate – Counting***

In measuring performance of Information and Readers Advisory Services, the Public Libraries Evaluation Group (PLEG) recommends that the following guidelines be applied when counting completed information requests.

Count:

All information requests. An information request is defined as any enquiry which involves the knowledge, use, recommendations, interpretation, or instruction in the use of one or more informational sources, including information and referral services, by a member of the library staff. Information sources include printed and non-printed materials, databases, catalogues, referral to other libraries, institutions and people inside and outside the Library.

Information Requests include enquiries on

- Author / title or other details
- Subjects
- Local studies
- Genealogy
- Community information
- Literacy / ESL resources
- Community language resources

Customer Service Requests should be counted separately.

These include any enquiries that are not counted under the definition of an *Information Request* provided above. Examples include changing a customer's registration details or helping customers with equipment, PC bookings, wireless inquiries and directional inquiries.

Do not count:

- Issuing of loans
- Accepting items for return

Please refer to the PLEG wiki at <http://pleg.wetpaint.com/> for further information.

## G7. INTERLIBRARY LOANS AND DOCUMENT DELIVERY

### Objective

To facilitate access by the local community to resources held in other Australian library and information services collections. Libraries use interlibrary loans to supplement, but not supplant, local collection development.

### Guidelines

Provision, whenever possible, of a free or cost recovery interlibrary loan (ILL) service to customers.
NSW public libraries should follow the <i>Australian Interlibrary Resource Sharing (ILRS) Code</i> 2006 published by ALIA: <a href="http://www.alia.org.au/interlibrary.lending/ilrs.code.html">http://www.alia.org.au/interlibrary.lending/ilrs.code.html</a>
Technology is used appropriately to expedite ILLs
Simple workflows and/or automated ILL processes which interface with library system software are used to expedite ILLs
ILL staff are trained in latest ILL technological developments and kept up-to-date with document delivery/ILL trends through involvement in the NSW Public Library Network
Library holdings are added to and maintained on union catalogues
Cooperative agreements are implemented with key requesting and supplying libraries, where possible.

### Suggested performance indicators

- Proportion of total ILLs supplied within timeframes specified within the ILRS Code
- Proportion of total requested ILLs received within time frames specified within the ILRS Code.

### Things to consider

Information on interlibrary lending is available on the ALIA website:

<http://www.alia.org.au/interlibrary.lending/>

*Share It*, the ALIA Interlibrary and Resource Sharing (ILRS) Wiki was launched in January 2009:

<http://www.alia.org.au/governance/committees/interlibrary.lending/wiki/pmwiki/pmwiki.php?n=Main.ShareIt>

*Share It* presents information on finding items, getting them, policies and guidelines (including relevant provisions of the Copyright Act), professional development, frequently-asked questions, and a glossary.

Australia's national bibliographic database, Libraries Australia, and its Document Delivery module facilitate interlibrary lending:

<http://www.nla.gov.au/librariesaustralia/docdel/index.html>

The Australian interlibrary lending benchmarking study in 2001 identified ways in which interlibrary lending could be made more efficient. Findings are summarised in a paper by Tom Ruthven and Susan Magnay: 'Top performing interlending operations: results of the Australian benchmarking study':

<http://www.nla.gov.au/openpublish/index.php/nlasp/article/viewFile/1302/1589>

Also published in *Interlending & Document Supply*, vol. 30, no 2, pp.73–79

The full report is at: <http://www.nla.gov.au/initiatives/nrswg/benchmarking.html>



## G8. LIBRARY STAFFING

### Objective

To ensure that the size and mix of library staff support a range of services and programs which meet the needs of the community.

Each public library must have paid qualified staff of one or more persons, including a suitably qualified library manager.

Relevant standards: [S6 to S8, STAFFING STANDARDS](#).

### Guidelines

Note: For discussion of [targeted](#) library services see guidelines [G13 to G19](#).

The library has paid and suitably qualified staff, appropriately trained to discharge their particular job responsibilities
Staffing levels are sufficient to deliver the services set out in the <i>Library Act</i> Section 10 <sup>4</sup> and other services appropriate for the library's community
Responsibility for core services (such as reference services and technical services) is assigned to appropriately qualified staff
Specialist library staff are determined by overall community requirements for the skills of the specialist. Consideration should be given to the skills mix of library staff to deliver targeted services described in Guidelines <a href="#">G13 to G19</a>
Library staff undertaking librarianship, library technician and other relevant studies are supported by their library manager and Council.
Where appropriate, library staff are encouraged to expand their library and cross-sectoral networks, and further their professional development by attending courses, conferences, and meetings
The library supports staff work-related study, continuing education and professional activities, including paid work time for attendance, registration fees and travel costs
All library staff (including casual and relief staff) have sufficient training to undertake the requirements of their roles with a minimum of supervision
Formal training is augmented by informal skills transfer and information sessions for staff
Library has an orientation program for new staff
Library provides a staff mentoring program
Library has current position descriptions for all positions
Library has a succession plan for critical positions

<sup>4</sup> Guidelines relating to Section 10 of the *Library Act* 1939 as amended by the *Library Amendment Act* of 1992: [http://www.sl.nsw.gov.au/services/public\\_libraries/legislation/guidelines\\_section\\_10.html](http://www.sl.nsw.gov.au/services/public_libraries/legislation/guidelines_section_10.html)

Job rotation and staff exchanges are encouraged as an excellent means of ensuring adequate training and development, especially for more isolated staff such as those in small branch libraries

Volunteer help from the community is recruited according to the terms and conditions of a written policy defining the tasks which may be undertaken by these volunteers and clarifying their relationship to library operations and staff

Volunteers are not used as a substitute for appropriately trained and paid library staff. Their role is separate from the day to day operation of the library service, and the tasks they undertake do not comprise core library duties

#### Suggested performance indicators

- Number of full-time equivalent staff per capita
- Number of qualified staff per head of population served
- Number of items circulated per staff member per annum
- Number of training courses undertaken by staff members per annum
- Staff turnover ratio.

#### Things to consider

'Library staff' may include staff with qualifications, prior learning and/or relevant experience in related fields. Refer to the Australian Library and Information Association recognised library and information qualifications at <http://www.alia.org.au/education/qualifications/> for definitions of library staff.

Work level guidelines for librarians and library technicians are also published by ALIA: <http://www.alia.org.au/employment/salary.scales/>

A library service's commitment and responsiveness to its community is reflected in the mix of library staff selected to offer library programs and services.

It may be desirable for the composition of the library staff to reflect the broad profile of the community it serves. For example, where a community has a large percentage of people from a certain age group – such as young people or people from culturally and linguistically diverse backgrounds – such groups could be represented on library staff.

The core access and information components of public library services to be provided free of charge are set out in Section 10 of the *Library Act 1939*. The Guidelines to Section 10 provide principles and examples to assist local authorities in provision of core, non-core and value-added services appropriate for the library's community:

[http://www.sl.nsw.gov.au/services/public\\_libraries/legislation/guidelines\\_section\\_10.html](http://www.sl.nsw.gov.au/services/public_libraries/legislation/guidelines_section_10.html)

## G9. COLLECTION ACQUISITION AND DEVELOPMENT

### Objective

To ensure the community has access to appropriate library materials in a variety of formats including print and electronic.

To develop selection and acquisition procedures that ensure library materials are available to the community as soon as possible.

Relevant standards: [S9 to S14](#), Collection standards.

### Guidelines

<p>A collection development strategy (policy) based on community needs is developed and maintained. The strategy includes:</p> <ul style="list-style-type: none"> <li>• selection criteria and guidelines</li> <li>• collection specialities and purchase priorities</li> <li>• customer requests for purchase of materials</li> <li>• evaluation guidelines, especially for deselecting items</li> <li>• policy on donations (for example, what is acceptable/unacceptable, or whether donations must meet selection criteria)</li> <li>• indicates the level of processing appropriate for different types of library materials</li> <li>• conformance with the provisions of copyright legislation.</li> </ul>
<p>The collection development policy is reviewed every 2–4 years</p>
<p>The library provides web pages with links to government, education and reputable commercial websites</p>
<p>The library uses interlibrary loan to supplement, but not supplant, local collection development</p>
<p>The library cooperates in collection development with other local, regional and state libraries and collecting institutions to provide a wide range of resources in a variety of formats to meet the needs of its community</p>
<p>The library provides access to resources in a variety of formats to ensure equal access for persons of all ages including those with disabilities</p>
<p>Access is provided to adult basic skills and English as a Second Language (ESL) materials with reading levels and formats appropriate to meet the needs of customers who are adult new readers or who have developmental disabilities or limited English speaking skills</p>
<p>Suppliers are reviewed on an ongoing basis to ensure timeliness of supply and discount rates</p>
<p>Discard, acquisition and depreciation rates are related to each other, in order to enhance the currency and overall appeal of the collection. Higher or lower rates of discard may be appropriate in special circumstances, such as relocation of library collections, or collection rejuvenation</p>

## Suggested performance indicators

- Customer satisfaction with library collection
- Acquisitions rate for core library materials per capita
- Percentage of total expenditure on library materials
- Timeliness, for example, time taken from order to shelf ready and available to library customers
- Discards per annum as percentage of total stock
- Number of collection items per head of population
- Age of collection items, for example, percentage of collection purchased in last five/ten years
- Turnover (loans/items)
- Costs of library acquisitions by item type; overall costs including staffing, outsourcing etc
- Costs per loan
- Number of library loans per annum by type of item e.g. non fiction
- Percentage of library material expenditure per annum on digital material
- Percentage of library material expenditure per annum on print material

## Things to consider

Collection size is dependent on variables such as the geographic spread and size of the population served. Each library should possess sufficient stock to ensure that it can meet its normal operational requirements.

If there is a large stack collection and/or significant family history and genealogy reference collections this will reduce performance against Standards S12 to S14.

Collection age directly influences loans and stock turnover. If the age of the collection is improved (that is, a higher percentage of the collection is new), then loans and collection turnover will increase.

Access to library collections can be enhanced through local and regional co-operative measures, resource sharing between libraries, and through the national interlibrary lending scheme.

The number of duplicate titles will depend upon the type of library service and the collection development policy.

When calculating costings for libraries, factor in relevant CPI increases. This guideline is not prescriptive about methods for calculating costs. Different methods can be used, provided the method is explained.

Targeted services may involve purchase of special materials (for example large-print items, or items in languages other than English) which have significantly higher unit costs. This will have an impact on the acquisitions budget.

For further information on assessing the most appropriate model of collection management see the Library Council of NSW: *The Benefit Cost Analysis: outsourcing of Acquisitions, cataloguing and processing NSW public libraries / 2010*: [http://www.sl.nsw.gov.au/services/public\\_libraries/docs/benefit\\_cost\\_analysis.pdf](http://www.sl.nsw.gov.au/services/public_libraries/docs/benefit_cost_analysis.pdf)

For assistance in the analysis of the costs and benefits of outsourcing collection management functions, see *An Evaluation Tool - Outsourcing of Acquisitions, Cataloguing and Processing* available at:

[http://www.sl.nsw.gov.au/services/public\\_libraries/docs/evaluation\\_tool.xls](http://www.sl.nsw.gov.au/services/public_libraries/docs/evaluation_tool.xls)

A useful analysis of collection, stock turnover, inventory, circulation and memberships together with statistical tables to illustrate examples can be found in Section 3, Operations analysis (p 57) of *Taking services into the future: a manual for country public libraries* by John Liddle, Department for Victorian Communities, Local Government and Regional Services Division, 2003:  
[http://www.dpcd.vic.gov.au/\\_\\_data/assets/pdf\\_file/0006/38049/0806-53TakingServicesFuturePart1.pdf](http://www.dpcd.vic.gov.au/__data/assets/pdf_file/0006/38049/0806-53TakingServicesFuturePart1.pdf)

Collection management and development will almost certainly involve awareness of the provisions of the Copyright Act as it affects the operations of libraries. Information on this topic is available from ALIA:

<http://www.alia.org.au/advocacy/copyright/>

There are also links on that page to other organisations such as the Australian Libraries Copyright Committee and the Australian Digital Alliance.

## G10. LOCAL STUDIES COLLECTIONS

### Objective

To provide access to, preserve and maintain a collection that relates to the history and development of the local community.

### Guidelines

**Note:** some of the guidelines below are appropriate to libraries with an archival responsibility that is discharged in accordance with local studies collections and services.

Access is available to non-rare and non-fragile materials (i.e. standard items in Local Studies collection) at any time the library is open
All newspapers whether print or digital are accessible free of charge to the public
Local history photographs (print or digital) are accessible free of charge to the public
The library provides opportunities and means for the public to donate images (digital and print)
Access and preservation of oral history collections are made digitally available in priority terms of significance
Digitised records of Council meetings are made available to the public
Community access to contributions to collective community memory in digital format (such as blogs, wikis) is made available by the library
Public programs – such as participation in National Trust Heritage Festival, History Week, Family History Week, Anzac Day and other similar events – are offered by the library, where appropriate in partnership with other local community organisations
Appropriate exhibitions are mounted for print and digital materials in local studies collections
Appropriate library space and storage is provided including security for the collection
Collecting policies for local studies materials including acquisitions and management are recorded in the Library's Collection Development Policy
Specific provision is made for collecting, organising and providing access to family history materials.
Cooperative arrangements are in place with appropriate local community groups and other cultural institutions such as museums and galleries for the growth, development and use of the local studies collection

Partnerships are established with the media to develop and exploit opportunities for promotion of local studies programs
Digital archives standards are used for local studies collections
A controlled environment and standards-compliant storage conditions to permanently preserve materials are provided if the materials in the collection require such treatment
A disaster control plan has been developed for protection of the collection
Items are acquired through purchase, donation, copying or transfer from local organisations
Materials collected from local private sources are provided to the public with appropriate permissions and copyright clearances
Links have been established with specialist consultants for professional advice concerning conservation matters
Access to rare and fragile materials is controlled
Access provisions for sensitive materials and manuscripts are clearly documented
All copying is done in accordance with the <i>Australian Copyright Act 1968</i> and other regulations
A digitisation plan is developed for local history material
Local Studies staff have appropriate skills and knowledge in:
Digital archiving
Multimedia skills to make collections and resources accessible to various audiences
Exhibition and display procedure and preparation

#### Suggested performance indicators

- Number of new still and moving images collected annually
- Percentage of local history photographs in the collection digitised
- Number of oral history interviews conducted per annum
- Number of times per annum exhibitions of local studies collections/materials are provided by the library
- Proportion of users who rate the relevance and quality of the Local Studies Collection as satisfactory or better
- Number of local history information requests
- Number of times per annum online local history resources are accessed
- Number of items added to the local history collection annually.

## Things to consider

Staff skills: shifts in library landscape, global digital communication, and archiving procedures and standards may have significant impact on Local Studies staff skills requirements. Ongoing professional development and training will be necessary to foster and maintain specialist skills and knowledge.

Printing costs: even if local studies material is freely accessible, library managers may elect to charge a fee for providing print and/or digital copies to library customers.

Guidance for librarians considering digitisation projects is provided in *Digital practice: guidelines for digitising images in NSW public libraries*, prepared by Swinburne Library and Information Service (SLIS) and Practico for the State Library of New South Wales, 2005:

[http://www.sl.nsw.gov.au/services/public\\_libraries/docs/digital.pdf](http://www.sl.nsw.gov.au/services/public_libraries/docs/digital.pdf)

Library managers considering digitisation projects should also be aware of the National Library of Australia's digitisation policy and priorities, and general principles for digitisation, as outlined in its *Collection digitisation policy*: <http://www.nla.gov.au/policy/digitisation.html>



## G11. CATALOGUING

### Objective

To provide a framework for bibliographic control of library materials and the exchange of bibliographic data.

To maintain rigorous control to ensure consistency and uniformity which facilitates use by those unfamiliar with the rules.

### Guidelines

All materials available in the collection are listed in the library catalogue
Access to the collection, particularly unique items, is maximised by contributing information to Libraries Australia
Public libraries' catalogue data should conform with international standards for descriptive and subject cataloguing

Public libraries are referred to the following resources:

- Cataloguing standards for Libraries Australia:  
<http://www.nla.gov.au/librariesaustralia/cataloguing/index.html>  

'Libraries Australia is a resource sharing service hosted by the National Library of Australia for Australian libraries .... It is used for reference, collection development, cataloguing and interlibrary lending. The heart of Libraries Australia is the Australian National Bibliographic Database (ANBD), which records the location details of over 42 million items held in most Australian academic, research, national, state, public and special libraries.'<sup>5</sup>

Libraries Australia is a subscription-based service for libraries. The free service based on the ANBD and other Australian information repositories is known as Trove. Trove is a discovery service focused on Australia, Australians, and items found in Australian collecting institutions. It provides a single point of access to resources discoverable via the National Library of Australia's multiple discovery services, and to digitised material freely available online anywhere in the world. Trove is available at:  
<http://trove.nla.gov.au/>

Libraries Australia cataloguing standards include notes about cataloguing in a network; minimum record standards; descriptive and subject cataloguing standards; and guidelines for cataloguing particular types of material.
- MARC documentation and MARC code lists are available at the Library of Congress MARC Standards website:  
<http://lcweb.loc.gov/marc/marcdocz.html>
- VIAF: The Virtual International Authority File: <http://viaf.org/>  

This resource is a joint project of several national libraries. The authority files of national libraries are matched and linked, and then the information is available on the Web. The National Library of Australia is a partner in VIAF.

<sup>5</sup> <http://www.nla.gov.au/librariesaustralia/about.html>

## Suggested performance indicators

- Catalogued materials (including outsourced cataloguing/materials) conform to the recommended standards
- Timeliness, for example, turnaround time (time taken from receipt of item to ready for loan) for both in-house processed and outsourced items meets acceptable targets
- Proportion of collection added to Libraries Australia database
- Per cent of acquisitions contributed to Libraries Australia per annum.

## Things to consider

For some library material formats, cataloguing standards will be determined by the format. For example, see *Digital practice: guidelines for digitising images in NSW public libraries*, prepared by Swinburne Library and Information Service (SLIS) and Practico for the State Library of New South Wales, 2005: [http://www.sl.nsw.gov.au/services/public\\_libraries/docs/digital.pdf](http://www.sl.nsw.gov.au/services/public_libraries/docs/digital.pdf)

Contributors to Libraries Australia should ensure that the records of their holdings are kept current, not only by contributing information on new material, but also by deleting holdings information for material discarded.

Cataloguing backlogs should be minimised, that is, actively managed to maximise throughput consistent with meeting cataloguing standards and timeliness of availability for loan to customers.

## G12. INFORMATION TECHNOLOGY

### Objective

To ensure the accessibility of all library resources and services to the community served by the library. Information Technology Standards include all aspects of ICT: Information and Communication Technologies.

For relevant staffing standard see [S8](#).

Relevant standards: S8 staffing standard and [S15](#) Information technology.

### Guidelines

#### *Systems infrastructure*

Library IT platform is secured with service level agreement with IT supplier
Library IT is managed by appropriately qualified and/or experienced staff
System downtime due to maintenance is scheduled and communicated in advance to staff and customers
Public and staff workstations are up-to-date with appropriate software
One workstation is provided per FTE staff member
ICT training programs are ongoing and updated as appropriate for staff and customers
Library supports Web 2.0 and other social networking technologies
Library supports portable storage devices
Wireless networks are available to library customers in library branches
Wireless internet access policy provides appropriate guidance to customers
Bandwidth is sufficient for consistent good quality access to digital print/image/sound resources served by the Library

#### *Library management system*

Library management system operates latest or near to latest software release
Library reserves computers for catalogue use
Library catalogue is available through the Library's website
New books list is available online
Personal information and preferences can be updated online
Library fees and fines are payable online
Library items can be requested/reserved online

Items for purchase can be requested online
Library customers can view their own loans online
Library customers can renew their own loans online
Library notifications can be delivered by email, SMS
Federated search of library catalogue and electronic databases is available
Library management system supports recording, identification and delivery of collection items which are in print, audiovisual and digital formats
Library management system provides management and statistical reports for effective performance tracking and service evaluation purposes

### *Website*

Full description of library services, branches and opening hours is on the library's website
Library supports online interaction with customers
Library supports online reference and information service
Library website includes up-to-date information on policies, programs and staff contacts
Library website supports links to external resources including links to other libraries, e.g. Libraries Australia
Library supports remote and in-house access to databases
Library activities, programs and training sessions can be booked online
Downloadable e-books and e-audiobooks are available
Audio and video streaming, RSS feeds and podcasts are available
Library website meets W3C standards for disability access

### Suggested performance indicators

- Numbers of items digitised from library's collection (if appropriate) per annum
- Number of hours of public workstation use per annum
- Number of visits to library website per annum<sup>6</sup>
- Bounce rates (percentage of website visitors who move on to a different site without continuing on to subsequent pages on the initial site) will provide some indication of how customers are using the website

<sup>6</sup> In relation to measuring website usage there are, unfortunately, no widely agreed metrics. However, Google Analytics, a free downloadable software application appears to be emerging as a de facto standard for both government and business.

- Use of wireless access
- Some metrics for use of databases (for example, searches, hits, page views, vendor statistics)
- Proportion of expenditure on digital resources by comparison with print materials
- Percentage (time) of outages for all library electronic services

#### Things to consider

Council ICT availability, platforms, connectivity, security requirements, Internet access and backup requirements need to be taken into account in using these guidelines.

NSW.net suggests the standard configuration for Internet access equipment could include a wireless interface that libraries can activate to provide in-house wireless Internet access. The current NSW.net solution includes a ticketing system whereby the library generates tickets with password access to use the service.

Availability of library web access may be modified at certain times by backup requirements of some library management systems.

Metrics for time taken to load pages may be useful in demonstrating the need for more processing power or bandwidth.

The reporting capabilities of the library's integrated library management system (ILMS) should be exploited to collect statistics which contribute to the whole picture of library use, enabling performance evaluation and benchmarking.

Unfettered access to the Internet and unhindered access to emerging information technologies is in accord with principles of freedom of access to information in public libraries: *Access to information in New South Wales public libraries; guideline*. Library Council of New South Wales, 27 August 2008: [http://www.sl.nsw.gov.au/services/public\\_libraries/policies/docs/accesstoinformation2007.pdf](http://www.sl.nsw.gov.au/services/public_libraries/policies/docs/accesstoinformation2007.pdf)

'Accessible web design' refers to the philosophy and practice of designing web pages so that they can be navigated and read by everyone, regardless of location, experience, or the type of computer technology used. This is discussed further in G16, [SERVICES FOR PEOPLE WITH DISABILITY](#)

Guidance and general principles for librarians considering digitisation projects is provided in *Digital practice: guidelines for digitising images in NSW public libraries*, prepared by Swinburne Library and Information Service (SLIS) and Practico for the State Library of New South Wales, 2005: [http://www.sl.nsw.gov.au/services/public\\_libraries/docs/digital.pdf](http://www.sl.nsw.gov.au/services/public_libraries/docs/digital.pdf)

and in the National Library of Australia's *Collection digitisation policy*: <http://www.nla.gov.au/policy/digitisation.html>

## TARGETED SERVICES

### Objective

To provide services and materials which meet the needs of particular customer groups served by the library.

Such customer groups may include individuals of all ages who often face barriers to their use of public library services. Barriers may be physical, as in the case of older people, persons with physical or developmental disabilities, those who are homebound or institutionalised or who live in residential care facilities.

There may be diverse groups which are 'invisible' members of the community. Good planning will identify all of the library's potential constituencies, including individuals with special needs. The library can then develop specific strategies for reaching them and for providing appropriate services, materials and resources.

Guidelines presented in the following sections address:

- G13 Literacy services
- G14 Services for culturally diverse communities
- G15 Services for Indigenous Australians
- G16 Services for people with disability
- G17 Young people and children's services
- G18 Services for older people
- G19 Home library services

The services listed above are typical of those provided by libraries to reach particular groups within their local communities.

For staffing levels see [S8](#).

## G13. LITERACY SERVICES

### Objective

To actively promote and support programs for members of the community with identified literacy needs. Literacy services also cater to the needs of community members requiring assistance with English as a second language.

### Definition

‘Literacy involves the integration of listening, speaking, reading, writing and critical thinking; it incorporates numeracy. It includes the cultural knowledge that enables the speaker, writer or reader to recognise and use language appropriate to different social situations. For an advanced technological society such as Australia, the goal is an active literacy which allows people to use language to enhance their capacity to think, create and question, in order to participate effectively in society’ (Australian Council for Adult Literacy 1991).

### Guidelines

The collection development policy includes sections outlining the acquisition, scope, formats, purposes and management of the literacy collection/s including any English as a Second Language (ESL) collection
Literacy materials are organised to enhance access to and use of the literacy collection
Provision is made to acquire the latest literacy equipment and technology within the overall financial and IT plans for the library
Where appropriate, literacy services and collections are managed by specifically skilled and trained staff
Literacy signs and symbols are displayed where appropriate
All library staff receive basic training in assisting people with literacy difficulties
Ongoing staff awareness training is conducted
Literacy/Learning English classes are provided in community languages where appropriate

### Suggested performance indicators

- Customer satisfaction with literacy collections and services
- Number of literacy classes per annum.

### Things to consider

Include ‘English as a second language’ material in the collection.

## G14. SERVICES FOR CULTURALLY DIVERSE COMMUNITIES

### Objective

To meet the library needs of culturally and linguistically diverse communities (CALD).

### Guidelines

**Note:** The following checklist applies predominantly to those local government areas with a significant CALD population. They may not be relevant for some library services.

*The People of New South Wales 2006* provides details on English language competency by age, presenting the differing levels of English language competency amongst different language and age groups according to LGAs. Available at: <http://www.crc.nsw.gov.au/publications/documents/ponsw>

The following guidelines are best practice level as determined in the report *Culturally diverse communities and the public library: a review of NSW public library multicultural services*:

[http://www.sl.nsw.gov.au/services/public\\_libraries/library\\_mgt/lib\\_management\\_docs/multicultural2004.pdf](http://www.sl.nsw.gov.au/services/public_libraries/library_mgt/lib_management_docs/multicultural2004.pdf)

The State Library of NSW has a Multicultural Consultant who can advise on any aspect of provision of multicultural services. Contact details are at: <http://www.sl.nsw.gov.au/using/contact/sections/multicultural.html>

Mechanisms exist which allow participation of diverse community representatives to identify their library service needs, wants and preferences
Comprehensive community data is used to inform library service planning for multicultural services
Comprehensive library planning mechanisms exist which are inclusive of diversity issues and which allocate appropriate staffing, resourcing and planning
A multicultural policy exists and is integrated into the overall library policy structure
Multicultural skill sets are identified as part of overall service delivery planning and reflected in position descriptions and recruitment procedures
Staff have the skills and capacity to develop and implement services for a CALD customer base, which is developed through training, performance appraisal and organisational support.
Resource allocation for multilingual collections and services exists to meet CALD customer needs



<p>Based on knowledge of particular cultural needs and trends:</p> <ul style="list-style-type: none"> <li>• A collection exists for a particular language when there are at least 1,000 residents speaking that language as their major language at home, but</li> <li>• For large LGAs (population over 100,000), a collection exists for a particular language when there are at least 2% of the resident population speaking that language as their major language at home. For LGAs with a very mixed population a higher percentage may be appropriate at the determination of the library manager.</li> <li>• A language other than English (LOTE) collection should have at least 100 items.</li> </ul>
<p>State Library bulk loans are used to provide access to LOTE collections where there is insufficient demand to warrant the establishment of a collection by the library</p>
<p>An English as Second Language collection is established where the CALD population is greater than 1% of the total LGA population.</p>
<p>Services and collections reflect community profiles and respond to needs identified in community consultations</p>
<p>Collections are easily accessible by CALD library users –for example, bilingual staff, cataloguing in first language, and signage</p>
<p>A multicultural communications strategy, appropriate to area demographics, is integrated into the overall library or council communications program with a level of resources reflective of multicultural requirements</p>
<p>To meet the needs of diverse customer groups, a range of formal and informal monitoring mechanisms is in place, the output from which is used to inform the ongoing planning process</p>
<p>Formal audience research is carried out at least biennially to assess the relevant success of libraries in meeting customer needs</p>
<p>The library has fully integrated the multicultural reality of its community and customer groups into ongoing planning and operation. Activities specific to CALD users are clearly identified (may include multilingual storytime for preschools, English Language Classes, Educational Seminars, Cultural Celebrations), measurable, and are part of the mainstream library service</p>

#### Suggested performance indicators

Provision of collections of languages other than English (LOTE) in relation to the demographic composition of the local community is recommended in these ways:

- Use of community language material is in proportion to the cultural characteristics and composition of the local community
- One specialist Librarian employed where more than 20% of the population speak a language other than English at home
- Two specialist Librarians employed where more than 40% of the population speak a language other than English at home.

### **Things to consider**

- Ageing profile of the different CALD communities in your LGA
- Level of literacy and education of different CALD communities in your LGA
- English proficiency of different CALD communities
- Availability of LOTE material in specific languages
- Format preferences of CALD communities
- LOTE collections tend to have a high turnover rate and may require weeding and replacement at a higher rate than other collections

## G15. SERVICES FOR INDIGENOUS AUSTRALIANS

### Objective

To actively consult and negotiate with Indigenous Australians to promote library and information literacy.

### Guidelines

Development of all aspects of library services for Indigenous Australians should be guided by, and in accord with the ALIA statement *Libraries and information services and Indigenous peoples*: <http://www.alia.org.au/policies/aboriginal.html>

There is a related protocol, *Aboriginal and Torres Strait Islander protocols for libraries, archives and information services (The ATSILIRN protocols)*: [http://www1.aiatsis.gov.au/atsilirn/protocols.atsilirn.asn.au/index0c51.html?option=com\\_frontpage&Itemid=1](http://www1.aiatsis.gov.au/atsilirn/protocols.atsilirn.asn.au/index0c51.html?option=com_frontpage&Itemid=1)

These Protocols were published by the Australian Library and Information Association for the Aboriginal and Torres Strait Islander Library and Information Resource Network (ATSILIRN) and were endorsed at the ATSILIRN Conferences December 1994 and September 1995 and at the First Roundtable on Library and Archives Collections and Services of Relevance to Aboriginal and Torres Strait Islander People, May 1995.

Related guidelines include:

National and State Libraries Australasia *National Framework for Indigenous Library Services and Collections*, 2007:

<http://www.nsla.org.au/publications/policies/2007/pdf/NSLA.Policy-20070129-National.Policy.Framework.for.Indigenous.Library.Services.pdf>

State Library of Queensland *Library Services Standard for Aboriginal people and Torres Strait Islanders*:

[http://www.slq.qld.gov.au/\\_data/assets/pdf\\_file/0004/150547/Library\\_Services\\_Standard\\_for\\_Aboriginal\\_people\\_and\\_Torres\\_Strait\\_Islanders.pdf](http://www.slq.qld.gov.au/_data/assets/pdf_file/0004/150547/Library_Services_Standard_for_Aboriginal_people_and_Torres_Strait_Islanders.pdf)

State Library of Queensland *Protocols for Aboriginal and Torres Strait Islander collections*, 2007:

[http://www.slq.qld.gov.au/\\_data/assets/pdf\\_file/0006/64599/SLQ\\_-\\_Protocols\\_for\\_Indigenous\\_Collections.pdf](http://www.slq.qld.gov.au/_data/assets/pdf_file/0006/64599/SLQ_-_Protocols_for_Indigenous_Collections.pdf)

Balance collections by acquiring materials by, as well as about, Indigenous Australians
Appropriate access is facilitated to libraries' archives and information resources by Indigenous Australians
Appropriate content and perspectives in documentary materials, media and traditional cultural property is ensured
Moral rights of Indigenous Australians as owners of their knowledge is acknowledged

Local Indigenous Australians are consulted in regard to establishment and operation of library services for their community
Links with respected Indigenous Australian members of the community are established in order to receive guidance and assistance in the consultation and negotiation process
In areas with significant Indigenous Australian populations, working relationships with appropriate government organisations and educational institutions are developed in connection with the provision of services to Indigenous Australians
In areas with significant Indigenous Australian populations, availability of Indigenous Australian resources is promoted through radio, television, newspapers, brochures and library displays
In areas with significant Indigenous Australian populations, services are developed which integrate the special cultural talents of Indigenous Australians e.g. art displays, storytelling, dance performances. These may be conducted less regularly for areas with fewer Indigenous residents.
Development of Aboriginal and Torres Strait Islander community keeping-places (i.e. key heritage places as living outdoor museums) is facilitated by the library
An appropriate ratio of library staff are Indigenous Australians
Cross-cultural awareness training strategies are delivered on the basis of negotiation and consultation by library staff with Indigenous Australians

#### Suggested performance indicators

- Number of consultations and negotiations per annum with representatives of the Aboriginal and Torres Strait Islander community to ensure relevant collections and service provisions
- Number of events involving local Indigenous community per annum
- Number of staff cross-cultural awareness training courses per annum
- Percentage of staff trained in cultural awareness.

#### Things to consider

Some of the guidelines are more relevant than others to places with significant numbers of Indigenous Australians.

## G16. SERVICES FOR PEOPLE WITH DISABILITY

### Objective

To provide barrier-free access to library services and resources for people with disability.

The *Anti-Discrimination Act 1977 No 48* (amended in 2004), makes discrimination unlawful on the basis of physical, intellectual, psychiatric, sensory, neurological and learning disability.

### Guidelines

ALIA's policy, *Library and information services for people with a disability*, addresses the principle of equitable access to information through all library and information services, and promotes the observation of current Commonwealth, state and territory disability discrimination legislation:

<http://www.alia.org.au/policies/disabilities.html>

Accessibility and mobility issues for library buildings and service points are addressed in *People places: a guide for public library buildings in NSW*.

[http://www.sl.nsw.gov.au/services/public\\_libraries/library\\_mgt/lib\\_management\\_docs/peopleplaces\\_2ndedition.pdf](http://www.sl.nsw.gov.au/services/public_libraries/library_mgt/lib_management_docs/peopleplaces_2ndedition.pdf)

'Accessible web design' refers to the philosophy and practice of designing web pages so that they can be navigated and read by everyone, regardless of location, experience, or the type of computer technology used. Advisory notes are provided by the Australian Human Rights Commission (AHRC) in *World Wide Web access: Disability Discrimination Act Advisory Notes*, version 4.0, October 2010:

[http://www.hreoc.gov.au/disability\\_rights/standards/www\\_3/www\\_3.html](http://www.hreoc.gov.au/disability_rights/standards/www_3/www_3.html)

AHRC provides information on World Wide Web accessibility standards, guidelines, tools and techniques at:

[http://www.hreoc.gov.au/disability\\_rights/webaccess/index.htm](http://www.hreoc.gov.au/disability_rights/webaccess/index.htm)

The Australian government requires Commonwealth departments and agencies to comply with accessibility guidelines:

<http://webguide.gov.au/accessibility-usability/accessibility/>

The collection development policy includes sections outlining the acquisition, scope, formats, purposes and management of library materials designed to assist and be used by people with disability. For example, alternative formats such as large print books and audio tapes are provided to cater for people with vision impairment
--

Library materials and assistive devices are provided to enable people with disability to access information in both print and electronic formats
--

Collections including alternative format resources are provided, with appropriate service delivery, in response to community profile and demand
---

Flexible lending periods and loan limits are embedded into the Library's policies
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The Library's ICT Plan covers planning for and provision of adaptive technologies
Physical access to and within library buildings, which enables access for people with any type of disability, is provided in accordance with appropriate legislation and relevant building standards
Disability symbols and signage are displayed in appropriate format, e.g. large print
Training by persons suitably qualified in the area of disability and access issues is delivered to all library staff , so that they may assist customers with disability
A professional member of staff is responsible for co-ordinating services for people with disability, including staff training and professional development
Website design meets disability accessibility standards

#### Suggested performance indicators

- Per annum use of designated equipment

## G17. SERVICES FOR YOUNG PEOPLE

### Objective

To provide access to materials and services which meet the identified needs of children and young people in the community.

For the purposes of this Guideline and program delivery the following definitions are used:

Children: 0–12 years

Young adults: 13–18 years

Relevant standards: [S6 to S8](#): staffing levels for children and young adult services

### Guidelines

<p>The Library's policy for young people accords with relevant local, state and federal government policies, and includes:</p> <ul style="list-style-type: none"> <li>• service statement</li> <li>• parental responsibility statement</li> <li>• child-safe, child-friendly principles</li> </ul>
<p>Collecting policies for young people's library materials (including acquisitions and management) are included in the library's Collection Development Policy</p>
<p>A percentage of the library's collections budget is allocated to young people's resources appropriate to the demographics of the community</p>
<p>Staff responsible for services to young people should either directly select material or create selection profiles for use to aid suppliers in their selection of material to suit the needs of young people in the area</p>
<p>Mechanisms exist which allow participation of young people in identifying their library service needs, wants and preferences</p>
<p>Development of library programs, including outreach services, collections, and budget for young people's services is undertaken by librarian/s with appropriate skills</p>
<p>Young people of any age are issued with their own library card with full borrowing privileges</p>
<p>Young people have access to a full range of library materials subject to parental guidance and relevant legislation</p>
<p>Date of birth of members is recorded to allow data on age breakdown of customers to be extracted for reporting reasons, including comparison against statistics collected by other agencies which may define 'children' and 'youth' differently</p>

### Suggested performance indicators

- Numbers per annum attending programs and services targeted at children and young adults
- Library membership for children and young adults (per cent of children and young adult population in the community)
- Number of recurrent programs targeted at specific age groups per annum
- Loans per annum from children's and young adult collections.



## G18. SERVICES FOR OLDER PEOPLE

### Objective

To ensure that older members of the community can access and use library collections, services and programs.

Definition: Older people are 65 years and over (Source: Joseph, 2006).

Relevant standards [S6 to S8](#): Staffing

### Guidelines

*Active engaged valued: older people and NSW public libraries* by Mylee Joseph, State Library of NSW, June 2006:

[http://www.sl.nsw.gov.au/services/public\\_libraries/docs/active\\_engaged\\_valued.pdf](http://www.sl.nsw.gov.au/services/public_libraries/docs/active_engaged_valued.pdf) provides a comprehensive guide to issues affecting the delivery of library services and programs to older people. Appendix 2, an audit checklist, provides a planning guide for every aspect of assessing and developing services for older people. Some examples are presented in the Guidelines below.

Note: The NSW Department of Local Government identifies the target group 'older people' in their Social and Community Planning and Reporting Guidelines (p. 15) as Aboriginal people aged 45 years and older and non-Aboriginal people as 55 and over. However, as noted in Joseph (2006) many people over 50 do not identify themselves with the term 'older' and this highlights the risk of stereotyping 'older people'.

For building standards refer to *People places: a guide for public library buildings in NSW*, available in the *Public Library Services* section of the State Library website.

It may also be appropriate to consider collection development guidelines relevant to your community e.g. 1 large print item per resident over 60 years; 0.5 audio books for each resident over 60 years

See also:

[G4](#) Mobile library guidelines

[G14](#) Services for culturally diverse communities

[G16](#) Services for people with disability

<b>A. Planning</b>
Council management, social and cultural plans cover library strategies for addressing the needs of older people
Library works with Council on initiatives for older people
Older library customers represented in community consultations, surveys and focus groups; library provides venue for some focus groups
Older people identified as target group in library planning
Needs of active engaged and frail aged identified in library planning
Older people identified as target group in marketing plans
Needs of active engaged and frail aged identified in marketing plans

Library promotes services to other relevant providers, e.g. community health workers, GPs, community workers
Library budgets for resources for older people and people with disabilities reflect priorities and area demographics
Staff trained to meet the needs of older people
Partnerships developed with community organisations such as Council Access Committee, Meals on Wheels, U3A, Senior Citizens' groups, Computer Pals, Better Hearing Australia, Vision Australia, Friends of the Library
Collection development policies provide for input from community groups, including active and housebound people
<b>B. Relevant collections</b>
Council health and legal information in plain English
Resources to support life-long learning
Large print and audio books
Local history
Genealogy and family history
Community language materials, including newspapers and magazines
Ageing issues addressed in the collection
Health and carer information
<b>C. Appropriate technology</b>
Internet access for grey nomads
Internet tutorials for older people
Facilities comply with Section <a href="#">G12</a>
<b>D. Services and programs</b>
Home library services available to carers as well as housebound individuals
Opportunities provided for support groups to meet
Inter-generational programming, e.g. young people teaching SMS and Internet skills, older people working with younger people on local history and oral history projects
Appropriate spaces provided, e.g. well-lit quiet reading areas

## G19. HOME LIBRARY SERVICES

### Objective

To provide access to library information and resources for those community members who are unable to physically access their local library for any reason.

Relevant standards: S8: Staffing

### Guidelines

The following guidelines should be considered when developing home library services:

*Policy Guidelines for NSW Home Library Services* (May 2008):

[http://www.sl.nsw.gov.au/services/public\\_libraries/library\\_mgt/lib\\_management\\_docs/hlsdraft.rtf](http://www.sl.nsw.gov.au/services/public_libraries/library_mgt/lib_management_docs/hlsdraft.rtf)

*Risk Management Guidelines for NSW Home Library Services*, endorsed by Public Libraries NSW – Metropolitan Association:

[http://www.sl.nsw.gov.au/services/public\\_libraries/library\\_mgt/lib\\_management\\_docs/hlsriskmanagement.rtf](http://www.sl.nsw.gov.au/services/public_libraries/library_mgt/lib_management_docs/hlsriskmanagement.rtf)

Australian Library and Information Association *Guidelines for Australian Home Library Services*, adopted in 2000:

<http://www.alia.org.au/policies/home.library.service.html>

Home Library Service is available to all eligible citizens
The library has a policy on eligibility for Home Library Service
All resources held by the library including the reservation and interlibrary loan systems are to be made available to Home Library Service customers
Customer profiles are maintained to ensure appropriate selection of materials
Home Library Service is staffed by suitably qualified library staff
Membership is based on physical need and no age restriction applies
Service is available to carers who are housebound
Bulk loans are provided to residential and day care establishments
Loan periods, item restrictions and frequency of delivery are determined by the library service and comply with OH&S regulations
A vehicle suitably modified according to applicable occupational health and safety guidelines is provided
Staff liaise with community organisations, nursing homes and day care centres to promote the service

<p>Staff receive training in:</p> <ul style="list-style-type: none"> <li>• manual handling</li> <li>• first aid</li> <li>• communication with aged/disabled</li> <li>• disability awareness</li> <li>• personal safety and advanced driving skills</li> <li>• multicultural awareness (when appropriate)</li> </ul>
<p>HLS membership forms contain a component providing permission for staff members to enter customers' property</p>
<p>Staff have access to mobile phones and wear name badges at all times.</p>
<p>A Home Library Service customer satisfaction survey is conducted every 2–4 years</p>

#### Suggested performance indicators

- Annual loans for Home Library Service
- Proportion of population over 65 (or of eligible population) receiving Home Library Service
- Costs of providing Home Library Service (including unit costs)

#### Things to consider

The Guidelines to Section 10 of the *Library Act 1939* discuss free delivery for home library services.

**Guideline 4: Free Delivery** states that:

“No charge is to be made for the delivery to a member of the library of any book 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.”

This relates to services currently known as ‘housebound’ or ‘home library’ services.

The intention of this provision is to ensure that no charge is levied where the local library provides a delivery service to members of the library who by reason of sickness or disability are unable to attend the library. Each local authority may determine the extent of the geographic area served by its delivery service where such services are provided.

Source: *Guidelines relating to section 10* [of the Library Act]; Guideline 4: [http://www.sl.nsw.gov.au/services/public\\_libraries/legislation/guidelines\\_section\\_10.html](http://www.sl.nsw.gov.au/services/public_libraries/legislation/guidelines_section_10.html)

Costs of providing a Home Library Service should be known by the Library Manager. The costs could include staff time, travel/transport costs, special equipment, special resources, and promotion.

A remote central library may not be the most appropriate to deliver a Home Library Services in local communities. For libraries in regional library arrangements, a Home Library Service should therefore be resourced and delivered at the local level.

### Objective

To provide the community with a range of activities related to library services and collections that enrich the lives of community members who choose to attend.

A library program is an ongoing series or sequence of activities provided by library staff or library staff in partnership with other community or business organisations and usually related to a particular library service, library collection or population demographic. Library programs are usually delivered in library buildings but can be conducted in other community spaces, e.g. schools; senior citizen centres.

Examples of library programs include:

- Adult literacy programs
- Adult student programs
- Computer literacy
- Business and industry programs
- Displays
- English language conversation classes
- Exhibitions
- Family history programs
- High school programs
- Home library service programs
- Homework help
- Internet training
- Hospital and nursing home programs
- Language learner programs
- Library user education programs
- Local government programs
- Parent education seminars.
- Pre school programs, e.g. storytime
- Primary school children programs
- Programs for Aboriginal and Torres Strait Islander people
- Programs for multicultural groups
- Programs for people with a disability
- Readers clubs or book discussion groups
- Young adult programs

Relevant standard: [S16.](#) Library programs

## G21. QUALITATIVE DATA COLLECTION

### Objective

Community opinions on library services are important in assessing performance. Libraries and their councils may collect information for a variety of reasons, for example, to:

- compare performance of different council services
- assess community response to plans
- assess customer response to new or changed services
- identify services that might encourage non-members to join the library.

Qualitative information can be collected in a variety of ways, such as surveys (in-library questionnaires, Web forms, telephone surveys), interviews, and focus groups. Usually the collection tool is designed for a particular purpose, with questions intended to elicit the information required to assess performance, compare services, or plan an activity or service.

In addition to the simple question posed as [S17 Satisfaction with library services](#), library managers have suggested the following:

- Customer satisfaction surveys – include virtual and physical surveys, surveys of members and non-members, users and non-users
- Library Services are included in any overall council surveys.

See also G22, Customer service.

Some suggested survey questions:

#### *General*

- Rate the importance of the library service
- Rate the level of satisfaction with the service
- Did you get the information you were looking for during your visit to the library?
- Did you leave the library satisfied with your experience?
- Would you recommend the library service to others?
- How would you rate your overall experience of the library?

#### *Staffing*

- Were staff knowledgeable?
- Were staff helpful?
- Were you treated as you would want to be treated?

### *Physical facilities*

- Appropriateness of the physical facilities – did you feel comfortable in the library space?
- Were the IT applications provided appropriate?

### *Website*

- Did you find the information you were looking for on our website?
- How do you rate finding your way around our website?
- How do you rate the 'look and feel' of our website?
- How do you rate the 'ease of use'?

## G22. CUSTOMER SERVICE

### Objective

This Guideline presents general information on customer service principles, with reference to established standards. Please note that the provision of high quality customer service underpins the targets set in the Standards, and the suggestions made in the Guidelines. In addition, customer service involves not just **what** is delivered, but **how** it is delivered, i.e. there are both quantitative and qualitative aspects to customer service.

### Guidelines

The following publications are recommended:

*The library and information sector: core knowledge, skills and attributes*, published by the Australian Library and Information Association, 2005:  
<http://www.alia.org.au/policies/core.knowledge.html>

*Guidelines for behavioral performance of reference and information service providers*, published by the Reference and Users Services Association (RUSA) of the American Library Association, is a standard set of guidelines with the goal 'to create a conceptual framework and service ethic with which reference professionals can consider all customer reference interactions, and help establish a service standard for their institution'. These guidelines address approachability, interest, listening/inquiring, searching, and follow-up:  
<http://www.ala.org/ala/mgrps/divs/rusa/resources/guidelines/guidelinesbehavioral.cfm>

**Note:** Relevant standard: S17: Satisfaction with library services. See also G21, Qualitative data collection.

Library has developed or adopted guidelines for customer service, which are promulgated to all staff, and which are reviewed periodically.
All library staff display a positive and helpful attitude in conformance with Library policy and standards of behaviour
Library has a published Customer Service Charter
Library staff are provided with customer service training, which is 'refreshed' or updated from time to time
Library staff receive diversity and ability awareness training for communicating with library customers and co-workers, including persons with physical and mental disabilities, those from diverse cultural backgrounds, adult new readers and individuals speaking languages other than English (LOTE)
Library staffs service points for customer assistance and inquiries
Staff members are easily identifiable when working on public service points



Good quality informational and directional signage and material are provided
Staff rosters are arranged to ensure that staff numbers are sufficient to deliver the services set out in the Library Act Section 10 <sup>7</sup> and other services appropriate for the library's community and library opening hours. (See also S3–S4 and G2, Opening hours; S6–S8 and G8, Staffing; and G13–G19, Targeted services)
Library communicates information about new items, services or programs to customers, using means such as email, RSS, website, mass media. (See also G5, Marketing and promotion)
Library communicates with individual customers according to customer preference by means such as email, SMS, RSS, online messages/announcements
Within the library, communication with customers is by appropriate means such as public address announcements, programmable electronic signs, online messages/announcements
Equipment used by customers (for example, self-checkers, photocopiers) is clearly labelled with directions for use

### **Suggested performance indicators**

- Satisfaction rate for service delivery standards (customer survey results)

### **Things to consider**

The Council may have customer service principles and requirements which are suitable for adoption or adaptation by the Library. Similarly, Council may have a customer service training program which is suitable for Library staff.

Council or Library may have a dress code or uniform.

<sup>7</sup> Guidelines relating to Section 10 of the *Library Act 1939* as amended by the *Library Amendment Act* of 1992: [http://www.sl.nsw.gov.au/services/public\\_libraries/legislation/guidelines\\_section\\_10.html](http://www.sl.nsw.gov.au/services/public_libraries/legislation/guidelines_section_10.html)

# Bibliography

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This bibliography is a select list of publications consulted in developing this document and referred to in context throughout the text. Readers should also consult the Public Libraries pages of the State Library of NSW website for other useful information:

[http://www.sl.nsw.gov.au/services/public\\_libraries/index.html](http://www.sl.nsw.gov.au/services/public_libraries/index.html)

All website addresses were valid on 25 May 2011. Works are filed **by title** within the following categories: **General policy documents, Standards, Statistics, and Related policies, guidelines and background reading.**

## General policy documents

*Library Act 1939* No 40:

<http://www.legislation.nsw.gov.au/viewtop/inforce/act+40+1939+FIRST+0+N/>

*Guidelines for Local Government Authorities:*

[http://www.sl.nsw.gov.au/services/public\\_libraries/legislation/guidelines\\_local\\_governme nt\\_authorities.html](http://www.sl.nsw.gov.au/services/public_libraries/legislation/guidelines_local_governme nt_authorities.html)

*Library Regulation 2010:*

<http://www.legislation.nsw.gov.au/maintop/view/inforce/subordleg+445+2010+cd+0+N/>

*Library management:*

[http://www.sl.nsw.gov.au/services/public\\_libraries/library\\_mgt/index.html](http://www.sl.nsw.gov.au/services/public_libraries/library_mgt/index.html)

*Public library policy 2008–2011; Discussion draft.* Library Council of New South Wales, December 2007:

[http://www.sl.nsw.gov.au/services/public\\_libraries/policies/docs/discussiondraftpolicy2008.pdf](http://www.sl.nsw.gov.au/services/public_libraries/policies/docs/discussiondraftpolicy2008.pdf)

## Standards

*Guidelines and standards for Queensland public libraries:*

<http://www.slq.qld.gov.au/info/publib/policy/guidelines>

*IFLA public library service guidelines.* 2<sup>nd</sup>, completely revised edition. Edited by Christie Koontz and Barbara Gubbin. (IFLA Publications 147). De Gruyter Saur, 2010.

*Public library service standards 2007/08,* 3<sup>rd</sup> revised edition, June 2008 (Launched April 2001; 2<sup>nd</sup> revised edition March 2006, 3<sup>rd</sup> edition December 2007. UK Department for Culture, Media and Sport, 2008):

<http://www.culture.gov.uk/images/publications/PulbicLibraryServicesApril08.pdf>

General information (including standards and performance indicator results (scores)):

[http://www.culture.gov.uk/reference\\_library/publications/3662.aspx](http://www.culture.gov.uk/reference_library/publications/3662.aspx) and

[http://www.culture.gov.uk/reference\\_library/publications/3663.aspx](http://www.culture.gov.uk/reference_library/publications/3663.aspx)

*Towards a quality service: goals, objectives and standards for public libraries in Australia.* ALIA, 1990, reprinted 1994

Wisconsin Public Library Standards 5th edition. (Wisconsin Department of Public Instruction, 2010: <http://www.dpi.state.wi.us/pld/standard.html>)

## Statistics

*Australian public library statistics*, National and State Libraries Australasia:  
<http://www.nsla.org.au/publications/statistics/?type=Statistics>

*Australian statistics*, State Library of Queensland:  
<http://www.slq.qld.gov.au/info/publib/statistics/aust>

*Census of population and housing 2006*. Australian Bureau of Statistics:  
<http://www.abs.gov.au/websitedbs/d3310114.nsf/Home/census>

*NSW state and regional population projections, 2006–2036*, 2008 release, NSW Department of Planning:  
[http://www.planning.nsw.gov.au/population/pdfs/nsw\\_state\\_regional\\_population\\_projections\\_2006\\_2036\\_2008release.pdf](http://www.planning.nsw.gov.au/population/pdfs/nsw_state_regional_population_projections_2006_2036_2008release.pdf)

*NSW statistical local area population projections 2001–2051*, 2005 release, NSW Department of Planning

*The people of New South Wales*, Community Relations Commission, 2006:  
<http://www.crc.nsw.gov.au/publications/documents/ponsw>

*Public library statistics*, State Library of NSW, published annually.:

During the project, reference was made to 2004/05, 2005/06, 2006/07, 2007/08 and 2008/09 editions, together with Bibliostat Connect NSW public library statistics for 2009/10: [http://www.sl.nsw.gov.au/services/public\\_libraries/statistics/index.html](http://www.sl.nsw.gov.au/services/public_libraries/statistics/index.html)

## Related policies, guidelines and background reading

*Aboriginal and Torres Strait Islander protocols for libraries, archives and information services*. Aboriginal and Torres Strait Islander Library and Information Resource Network (ATSILIRN), 1995:  
[http://www1.aiatsis.gov.au/atsilirn/protocols.atsilirn.asn.au/index0c51.html?option=com\\_frontendpage&Itemid=1](http://www1.aiatsis.gov.au/atsilirn/protocols.atsilirn.asn.au/index0c51.html?option=com_frontendpage&Itemid=1)

*Access to information in New South Wales public libraries; guideline*. Library Council of New South Wales, 27 August 2008:  
[http://www.sl.nsw.gov.au/services/public\\_libraries/policies/docs/accesstoinformation2007.pdf](http://www.sl.nsw.gov.au/services/public_libraries/policies/docs/accesstoinformation2007.pdf)

Accessibility (Australian Government requirements: <http://webguide.gov.au/accessibility-usability/accessibility/>)

*Active engaged valued: older people and NSW public libraries*, by Mylee Joseph, State Library of NSW, June 2006:  
[http://www.sl.nsw.gov.au/services/public\\_libraries/docs/active\\_engaged\\_valued.pdf](http://www.sl.nsw.gov.au/services/public_libraries/docs/active_engaged_valued.pdf)

*Advocacy* (advocacy and lobbying resources), Australian Library and Information Association: <http://www.alia.org.au/advocacy/>

*Australian Interlibrary Resource Sharing (ILRS) Code*, May 2006:  
<http://www.alia.org.au/interlibrary.lending/ilrs.code.html>

*The Benefit Cost Analysis: outsourcing of acquisitions, cataloguing and processing in NSW public libraries*, prepared by Macroplan Australia Pty Ltd, State Library of New South Wales/Library Council of New South Wales, February 2010:  
[http://www.sl.nsw.gov.au/services/public\\_libraries/docs/benefit\\_cost\\_analysis.pdf](http://www.sl.nsw.gov.au/services/public_libraries/docs/benefit_cost_analysis.pdf)

For assistance in the analysis of the costs and benefits of outsourcing collection management functions, see *An Evaluation Tool - Outsourcing of Acquisitions*,

- Cataloguing and Processing* available at:  
[http://www.sl.nsw.gov.au/services/public\\_libraries/docs/evaluation\\_tool.xls](http://www.sl.nsw.gov.au/services/public_libraries/docs/evaluation_tool.xls)
- Collection digitisation policy*, National Library of Australia (reviewed annually):  
<http://www.nla.gov.au/policy/digitisation.html>
- Copyright*, Australian Library and Information Association:  
<http://www.alia.org.au/advocacy/copyright/>
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Also published in *Interlending & Document Supply*, vol. 30, no 2, pp.73–79  
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# Glossary

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**ABS** Australian Bureau of Statistics

**Access** see **Free access**

## **Accessible web design**

'Accessible web design' refers to the philosophy and practice of designing web pages so that they can be navigated and read by everyone, regardless of location, experience, or the type of computer technology used. Accessible web design is most commonly discussed in relation to people with disabilities, because this group are most likely to be disadvantaged if the principles of accessible web design are not implemented. Failure to follow these principles can make it difficult or impossible for people with disabilities to access web pages.'

Source: *World Wide Web access: Disability Discrimination Act Advisory Notes*, version 3.3.1, March 31, 2009 (Australian Human Rights Commission:  
[http://www.hreoc.gov.au/disability\\_rights/standards/www\\_3/www\\_3.html](http://www.hreoc.gov.au/disability_rights/standards/www_3/www_3.html))

**Aged** see **Older people**

**ATSILIRN** Aboriginal and Torres Strait Islander Library and Information Resource Network

**Basic reference service** see **Reference service**

## **Book**

The NSW Library Act, 1939 defines 'book' to 'include 'periodical, newspaper and any other printed matter and includes map, music, manuscript, picture, photographic plate and film and any other matter or thing whereby word, sounds or images are recorded or reproduced'.

Note: In these guidelines the term library materials is used. For the purposes of these guidelines library materials is synonymous with book as defined in the Act.

Source: *Library Act 1939*, section 2: ('book'); *Guidelines relating to section 10* [of the Library Act]; Guideline 2, April 1993 ('library materials':  
[http://www.sl.nsw.gov.au/about/policies/guidelines\\_section\\_10.html](http://www.sl.nsw.gov.au/about/policies/guidelines_section_10.html))



## **Borrowers**

Borrowers are those members of the community who have joined their local public library and hold a membership card.

Source: *Public library statistics 2008/09 Public library services in NSW*, prepared by Kathy Morrison. State Library of NSW, 2009, p. vi

## **Branch Library**

A Branch Library is a service point that is an auxiliary facility with separate quarters from the Central Library, a permanent collection of books, permanent paid staff present during all hours of opening, offers a broad range of public library services and a regular schedule of public service hours.

Source: *Public library statistics 2006/07; Public library services in NSW*, prepared by Kathy Morrison. State Library of NSW, May 2008, p. xix–xx

**CALD** Culturally and linguistically diverse communities

## **Central Library**

A Central Library is either a single site library service point, or the operational centre and central service point of a multiple site library service; is operated by permanent paid library staff; is usually where the principal library collections are housed; processing is centralised; AND where the public have direct access to a full range of library services and facilities. Unless otherwise specified the main branch library of the Administering Council of a Regional Library service is taken as the Central Library

Source: *Public library statistics 2006/07; Public library services in NSW*, prepared by Kathy Morrison. State Library of NSW, May 2008, p. xix–xx

**Children** see **Young people**

## **Customer service requests**

Customer Service Requests are those enquiries that are not counted under the definition of an **Information request** below. Examples include changing a customer's registration details or helping customers with equipment, PC bookings, wireless inquiries and directional inquiries. Issuing of loans, or accepting items for return are not included in the definitions of **Customer service requests** or **Information requests**.

Source: Definition from PLEG – Public Libraries Evaluation Group,  
<http://pleg.wetpaint.com/>

**Delivery** see **Free delivery**

**Education of customers** see **Reader education**

**ESL** English as a second language

## **Fiction monograph**

The term fiction monograph refers to all novels, prose and short stories and includes large print and other special format fiction materials.

Source: *Guidelines relating to section 10* [of the Library Act]; Guideline 3, April 1993:  
[http://www.sl.nsw.gov.au/about/policies/guidelines\\_section\\_10.html](http://www.sl.nsw.gov.au/about/policies/guidelines_section_10.html)

## **Free access**

Any person (whether or not a member of the library) is entitled free of charge to access to any book of the library and to any information forming part of the information service of the library (other than information excepted from free access by guidelines issued by the Council) for use on the library premises.

Source: *Guidelines relating to section 10* [of the Library Act]; Guideline 2, April 1993:  
[http://www.sl.nsw.gov.au/about/policies/guidelines\\_section\\_10.html](http://www.sl.nsw.gov.au/about/policies/guidelines_section_10.html)

## **Free delivery**

No charge is to be made for the delivery to a member of the library of any book 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.

This relates to services currently known as 'housebound' or 'home library' services.

The intention of this provision is to ensure that no charge is levied where the local library provides a delivery service to members of the library who by reason of sickness or disability are unable to attend the library. Each local authority may determine the extent of the geographic area served by its delivery service where such services are provided.

Source: *Guidelines relating to section 10* [of the Library Act]; Guideline 4, April 1993:  
[http://www.sl.nsw.gov.au/about/policies/guidelines\\_section\\_10.html](http://www.sl.nsw.gov.au/about/policies/guidelines_section_10.html)

## **Free loans**

Any person who is a member of the library is entitled to borrow free of charge from the library for use away from the library premises any book of the library which has been classified by the librarian of the library as being of literary, informative, or educational value or as being a fiction monograph."

The intention of this provision is to ensure that residents and ratepayers are able to borrow free of charge any materials which have been classified by the librarian as loan material which has literary, informative, or educational value and fiction monographs (including large print and other special format fiction materials).

The term 'classified by the librarian of the library' acknowledges that librarians within individual local authorities have responsibility for determining what constitutes educational and informative material. The librarian of the library will classify loan materials as having literary, informative or educational content.

Source: *Guidelines relating to section 10* [of the Library Act]; Guideline 3, April 1993:  
[http://www.sl.nsw.gov.au/about/policies/guidelines\\_section\\_10.html](http://www.sl.nsw.gov.au/about/policies/guidelines_section_10.html)

## Free membership

Free membership is membership of a local authority library including provision of a library card for residents of that local authority's area and for residents of other local authorities who are signatories to the Reciprocal Borrowing Agreement (held by the Library Council of NSW).

Any person who is a resident of the area of the local authority or a ratepayer of the local authority is entitled to free membership of the Library free of charge.

Source: *Guidelines relating to section 10* [of the Library Act]; Guideline 1, April 1993:

[http://www.sl.nsw.gov.au/about/policies/guidelines\\_section\\_10.html](http://www.sl.nsw.gov.au/about/policies/guidelines_section_10.html)

See also Membership records

**FTE** Full-time equivalent (in reference to staffing)

## Guidelines

A set of principles for developing levels of performance which lead to quality library services.

**HLS** Home Library Service

**ICT** Information and communication technology

**ILL** Interlibrary loan

**ILMS** see **Integrated library management system**

**In-depth reference service** see Reference service

## Information request

All information requests. An information request is defined as any enquiry which involves the knowledge, use, recommendations, interpretation, or instruction in the use of one or more informational sources, including information and referral services, by a member of the library staff. Information sources include printed and non-printed materials, databases, catalogues, referral to other libraries, institutions and people inside and outside the Library.

Information Requests include enquiries on

- Author / title
- Subjects
- Local studies
- Genealogy
- Community information
- Literacy / ESL resources
- Community language resources.

Definition from PLEG – Public Libraries Evaluation Group: <http://pleg.wetpaint.com/>

## Information service

Information service means an information service provided, controlled or managed in conjunction with a library or library service. (*Library Act 1939*)

'Information service' is 'personal assistance provided by members of the reference staff to library users in pursuit of information. Synonymous with reference service'. (*The ALA Glossary of Library and Information Science*, American Library Association, 1983.)

Source: *Library Act 1939 No 40*:

<http://www.legislation.nsw.gov.au/viewtop/inforce/act+40+1939+FIRST+0+N/>

Guidelines relating to section 10 [of the Library Act]; Guideline 2, April 1993:

[http://www.sl.nsw.gov.au/about/policies/guidelines\\_section\\_10.html](http://www.sl.nsw.gov.au/about/policies/guidelines_section_10.html)

See also **Reference service**

## Integrated library management system

Software which stores and manages the library's bibliographic records, item records and linked resources and content, which provides web-based search, display and customer services, which manages circulation and inventory control, and which provides management and reporting functions.

**IT** Information technology

## Joint use facility/ Joint use area

A Joint use facility or area is open to the public, has a permanent paid staff and is managed by a formal cooperative agreement between the council and another institution (usually educational, eg. school). A joint use facility normally functions as a branch library, eg. a school/public library whilst a joint use area functions within a library, eg. a telecentre.

Source: *Public library statistics 2006/07; Public library services in NSW*, prepared by Kathy Morrison. State Library of NSW, May2008, p. xix-xx

**LGA** Local Government Authority. See also **Local authority**

**Library management system** see **Integrated library management system**

## Library material

Library material includes book, periodical, newspaper and any other printed matter and also includes map, music, manuscript, picture, photographic plate and film and any other matter or thing on or by which words, sounds or images are recorded or reproduced.

Source: *Library Act 1939 No 40*:

<http://www.legislation.nsw.gov.au/viewtop/inforce/act+40+1939+FIRST+0+N/>

If a standard includes electronic resources in 'library materials', this is explicitly stated.

**Library program** see **Program**

## **Library staff**

Library staff are the paid staff members, and may include staff with qualifications, prior learning and/or relevant experience in related fields.

Volunteers are not used as a substitute for appropriately trained and paid library staff. Their role is separate from the day to day operation of the library service and the tasks they undertake do not comprise core library duties.

*See also* **Qualified staff**

## **Literacy**

Literacy involves the integration of listening, speaking, reading, writing and critical thinking; it incorporates numeracy. It includes the cultural knowledge that enables the speaker, writer or reader to recognise and use language appropriate to different social situations. For an advanced technological society such as Australia, the goal is an active literacy which allows people to use language to enhance their capacity to think, create and question, in order to participate effectively in society.

Source: Australian Council for Adult Literacy, 1991

## **Loans see Free loans**

## **Local authority**

Local authority means a council within the meaning of the Local Government Act 1993.

Source: *Library Act 1939 No 40*:

<http://www.legislation.nsw.gov.au/viewtop/inforce/act+40+1939+FIRST+0+N/>

## **Local library**

Local library means a library in an area provided, controlled or managed by a local authority and includes a library provided, controlled or managed pursuant to section 12 and a library provided, controlled or managed by a local authority in conjunction with any other person.

Source: *Library Act 1939 No 40*:

<http://www.legislation.nsw.gov.au/viewtop/inforce/act+40+1939+FIRST+0+N/>

**LOTE** Languages other than English

## **Membership records**

Membership records are maintained on computer databases and these records are updated every three years.

*See also* **Free membership**

## Mobile library

A mobile library is a vehicle equipped and operated by paid library staff to provide a mobile branch library service.

Source: *Public library statistics 2009/10; Public library services in NSW*, prepared by Kathy Morrison. State Library of NSW 2010, p. xxi

## Monograph

A monograph is a non-serial bibliographic item, (i.e. an item either complete in one part or complete, or intended to be complete, in a finite number of separate parts (Anglo-American Cataloguing Rules 2nd ed.); a systematic and complete treatise on a particular subject. (*The ALA Glossary of Library and Information Science*, American Library Association, 1983.)

Source: *Guidelines relating to section 10* [of the Library Act]; Guideline 3, April 1993:  
[http://www.sl.nsw.gov.au/about/policies/guidelines\\_section\\_10.html](http://www.sl.nsw.gov.au/about/policies/guidelines_section_10.html)

## NSLA

National and State Libraries Australasia. Membership includes the State Libraries of each Australian State, the ACT Library and Information Service, the Northern Territory Library and Information Service, the National Library of Australia and the National Library of New Zealand: <http://www.nsla.org.au/>

## Older people

People aged 65 years and over

Source: *Active engaged valued: older people and NSW public libraries* by Mylee Joseph, State Library of NSW, June 2006:  
[http://www.sl.nsw.gov.au/services/public\\_libraries/docs/active\\_engaged\\_valued.pdf](http://www.sl.nsw.gov.au/services/public_libraries/docs/active_engaged_valued.pdf)

## Patron education see Reader education

## PLEG

Public Libraries Evaluation Group. PLEG is an independent organisation of librarians from both metropolitan and country public libraries in New South Wales who are interested in improving and developing measures for the evaluation of public library use.

PLEG provides a forum for public libraries to facilitate, share and promote evaluation methodologies and statistical data collection.

Sources: PLEG website and Terms of Reference, 2006: <http://pleg.wetpaint.com/> and Evaluation, benchmarking & surveys webpage, SLNSW website:  
[http://www.sl.nsw.gov.au/services/public\\_libraries/library\\_mgt/evaluation.html](http://www.sl.nsw.gov.au/services/public_libraries/library_mgt/evaluation.html)

## Program

A library program is an ongoing series or sequence of activities provided by library staff or library staff in partnership with other community or business organisations and usually related to a particular library service, library collection or population demographic eg. children's storytimes; homework help; book discussion groups or reading clubs; learning

activities related to library user education programs; English language conversation classes; parent education seminars. Library programs are usually delivered in library buildings but can be conducted in other community spaces, eg. schools, senior citizens centres.

## **Public library**

A collection of sources, resources, and services for of information and recreational reading, viewing and listening. The term also covers the structure in which collections and services are housed. Public libraries have collections of books, magazines, CDs, DVDs, audio-books, e-books, and a wide range of electronic sources of information and recreational material. They provide computers and free Internet access. Public libraries support the information, education, cultural and recreational needs of local communities. They occupy a central place in community life. They offer a wide range of exciting and innovative services and programs for all age groups. Public libraries are safe and trusted public spaces where everyone is welcome.

## **Qualified staff**

Qualified staff are those staff members who are eligible for professional membership of the Australian Library and Information Association (ALIA):

Source: *Public library statistics 2006/07; Public library services in NSW*, prepared by Kathy Morrison. State Library of NSW, May 2008, p. 74

Paraprofessional staff are those qualified for Library Technician membership of ALIA.

## **Readers' advisory service**

A readers' advisory service (sometimes called reader development) is one in which knowledgeable, non-judgemental library staff help readers with their leisure reading needs. Using knowledge of fiction and non-fiction material, of the library collection, and print and electronic reference tools, the readers' adviser helps the reader answer the question 'What do I read next?' The service includes suggesting new or unfamiliar authors and topics or genres, interesting casual readers in more systematic reading, maintaining contacts with local educational agencies, promoting reading and encouraging use of the library service.

## **Reader education**

Reader education provides individuals and/or groups advice on using the library's facilities and services; training programs in use of information technology; information and digital literacy programs. Sometimes called User education.

## **Reference service**

### ***Basic Reference Service***

Any person who is a member of the library is entitled to be provided free of charge with basic reference services (being any service classified by guidelines issued by the Council as a basic reference service), including assistance in locating information and sources of information.

It is the intention of this provision to ensure that public libraries make provision for free basic reference or information services.

Note: 'Information service' and 'reference service' are synonymous for the purposes of the guidelines.

Basic reference/information services which are to be provided free include:

\* provision of independent access to reference materials for persons who see such information on the premises of the library including assistance in identifying and locating library materials (by any appropriate means) within the library or from other sources.

\* provision of assistance by library staff in identifying, retrieving, and making available, relevant information (by any appropriate means) in response to requests for information by library customers.

### ***In-depth reference service***

Reference/information services which may, at the discretion of the local authority, attract a charge include in-depth reference/information searches at the request of an individual library user.

The criteria for determining whether a reference or information search is in-depth include an assessment of:

- the extent of the search
- the level of staff interaction
- the cost incurred
- the level of analysis of the information
- the amount of repackaging or formatting (eg. preparation of a summary or a report)
- the method of delivery.

Source: *Guidelines relating to section 10* [of the Library Act]; Guideline 5, April 1993:  
[http://www.sl.nsw.gov.au/about/policies/guidelines\\_section\\_10.html](http://www.sl.nsw.gov.au/about/policies/guidelines_section_10.html)

### **Regional library**

In NSW, library services delivered across a group of LGAs where the Councils have combined to collaboratively resource and provide the service. (Note this definition applies in NSW, but the term has different meanings elsewhere in Australia. In Victoria, 'regional libraries' are run by 'regional library corporations', which operate library services on behalf of groups of local government Councils. In Western Australia, 'regional library' arrangements ensure that professional library expertise is available to small Councils unable to employ professional or para-professional library staff.

### **Reservation fee**

Administrative cost associated with reserving a book or books for the member who has requested it.

Source: *Guidelines relating to section 10* [of the Library Act]; Guideline 6, April 1993:  
[http://www.sl.nsw.gov.au/about/policies/guidelines\\_section\\_10.html](http://www.sl.nsw.gov.au/about/policies/guidelines_section_10.html)

### **Seniors see Older people**



## **Service point**

A Service Point refers to the building, not the number of information or service desks within the building.

Source: *Public library statistics 2006/07; Public library services in NSW*, prepared by Kathy Morrison. State Library of NSW, May 2008, p. xix-xx

## **Shelf-ready items**

Library resources which have been catalogued and 'end processed' so as to be ready for immediate use. 'Shelf-ready' includes cataloguing, covering, spine labelling, book labelling, bar-coding, and genre labels.

**SLNSW** State Library of New South Wales

## **Specialist service point**

A Specialist Service Point is a facility with public access that does not offer a broad range of public library services, but focuses on one aspect of public library service, eg. children's, genealogy. It is operated by permanent paid library staff present during all hours of opening. This is not counted as a Branch Library but as a Specialist Service Point.

Source: *Public library statistics 2006/07; Public library services in NSW*, prepared by Kathy Morrison. State Library of NSW, May 2008, p. xix-xx

**Staff** see **Library staff; Qualified staff**

## **Standards**

Quality levels and goals for attainment

## **Turnover**

Turnover is obtained by dividing the total circulation by the total library lending stock to provide an indication of stock use.

Source: *Public library statistics 2006/07; Public library services in NSW*, prepared by Kathy Morrison. State Library of NSW, May 2008, p. 70

## **24/7**

Twenty four hours a day, seven days a week.

**User education** see **Reader education**

## **Young people**

For the purposes of these guidelines, young people are defined as follows:

Children:	0–12 years
Young adults:	13–18 years

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