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Libraries are a valuable meeting point... more than just for books. In today's disconnected society libraries still attract people and connect – (they are) so very important - please keep them as welcoming and accessible as possible.

Mackay Region resident 2018
Have Your Say



LIBRARIES SERVICES STRATEGY 2018-2023

**THIS IS
MY LIBRARY
A PLACE WHERE
ANYTHING IS
POSSIBLE**



MESSAGE FROM THE MAYOR



Modern public libraries are light years away from the dimly lit dusty buildings that some may remember. Our libraries today are playing a role in shaping the way we learn as a community. They are the distribution point of knowledge in every possible form and format, making them a vital component of a community's social infrastructure.

We confirmed our community's need, and indeed passion, for library services through a consultation program this year where we reached out to a broad cross-section of the people who call this area home.

Council is as a consequence very much committed to delivering modern library services and this new five-year plan is our guide to achieve that.

Libraries around the world are focussed on the future, creating for their patrons a more dynamic, multi-level environment for learning and pleasure. This Strategy outlines the main priorities needed for us to meet our community's needs now and for many years to come.

Our task will be to respond to the challenges brought by the accelerating digital revolution, to embrace the new learning environments and to grow participation and membership, all the while not losing sight of the traditional and highly valued services our community needs.

You can read a summarised version of the full strategy at www.mackay.qld.gov.au/libraries/im_looking_for.../strategic_plan

Our thanks to all those involved in making our library services what they are today, and to those who contributed to this ambitious plan.

Greg Williamson
Mayor, Mackay Regional Council

OUR VISION

this is
my library...
a place where
anything is possible.

Opening the doors for endless possibilities, engaging with new technologies and providing a place for creation, discovery, our local stories and sharing.
A place that is inclusive and for all in our Mackay region.

OUR CORE PUBLIC LIBRARY VALUES

FREEDOM OF ACCESS TO INFORMATION

Promotion of the free flow of information and ideas through open access to recorded knowledge, information, and creative works

INCLUSIVE

Respect for the diversity and individuality of all people

TRUSTED

Excellence in professional service to our communities

BOLD & AMBITIOUS

Doing the best for Mackay and maximising the investment in libraries

GUARDIANSHIP

Preservation and dissemination of Mackay heritage and stories

LITERACY AT THE CORE

Commitment to literacy, information literacy and learning to strengthen Mackay's social fabric

ENABLER

Connection of people to ideas, explore opportunities, play and unleash their potential

LIBRARY TRENDS

everything is
changing

Despite huge technological and societal upheaval, libraries have embraced new ways of working with examples including robotics, coding and self-service options.

yet nothing is
changing

Core library principles remain steady and provide a constant foundation for freedom of information and access to all. It is still all about literacy, learning, stimulation, creativity and connecting people with each other.

solid research is now
available

Underlining the economic value of libraries; that for every dollar invested in Mackay region's libraries there is between \$3.10 and \$5.00 returned to the community.

Libraries are responding to increased expectation from communities, tightening budgets and changes in daily life and work. Across Australia and the globe, they are innovating to make a real difference to local people through creating:

- ▶ Destinations
- ▶ Community Living Rooms
- ▶ Innovative Servicing to Rural Areas
- ▶ Local and Unique Places
- ▶ Local Pride, Heritage, Embracing Many Cultures
- ▶ A Reading Revival

In addition, library services are acknowledged leaders in providing:

- ▶ A Digital Treasure Trove
- ▶ Life-long Learning
- ▶ Making and Creating Opportunities
- ▶ Digital Coaching
- ▶ Information Literacy Initiatives
- ▶ Sharing Across Library Networks
- ▶ And are actively reducing barriers to boost library participation





OUR AMBITION OVER THE NEXT 5 YEARS

Over the next five years our library service will aim to build on the successes to date and strengthen its trusted and highly-valued role in the Mackay community.

We will:

- ▶ Position the library service as a safe place where people can explore ideas, exchange opinions and expand their potential
- ▶ Feed brains, growing our reputation for everything cerebral
- ▶ Improve collection size, age and quality
- ▶ Remove barriers and rules
- ▶ Plan for a key multifunctional community hub
- ▶ Improve its buildings and technology to provide for contemporary services
- ▶ Support its staff to develop their skills and confidence, coached by each other and expert leaders
- ▶ Increase active membership to 45% of the population
- ▶ Maintain a minimum satisfaction rating of 96%
- ▶ Improve access and boost 24/7 services to make best use of the facilities and resources
- ▶ Forge even stronger links with the community – creating three key partnerships a year
- ▶ Increase events and programs that focus on technology, literacy and work skills by 200%



OUR STRATEGY: A ROADMAP INTO THE FUTURE

This Strategy focuses on developing a contemporary 21st century public library service supporting the Mackay community into the future, growing resilience, skills and wellbeing. It reflects community consultations held across the Region during 2018 and sought public views on services, barriers to use, access and what required focus or change.

At the strategy's centre are three **Strategic Programs** to build on progress made to date. The Strategic Programs are underpinned by five **Strategic Enablers** that describe focused activities.

3 STRATEGIC PROGRAMS



COMMUNITY
CONNECTION



LIFE LONG
LEARNING



DIGITAL
CONFIDENCE

5 STRATEGIC ENABLERS



LIBRARY SPACES
FOR PEOPLE



A TREASURE TROVE
OF COLLECTIONS
AND TECHNOLOGY



LEARNING AND
CULTURAL PROGRAMS



YOUR
EXPERT TEAM



FUTURE READY
ORGANISATION



OUR 3 STRATEGIC PROGRAMS



1 COMMUNITY CONNECTIONS

We will:

- ▶ Work collaboratively to further develop Mackay libraries as hubs of the community. They will be aspirational and flexible spaces fit for contemporary library activities and locally branded in a unique Mackay style
- ▶ Boost belonging and participation in libraries
- ▶ Develop the library's role as *Your Front Door to Council* supporting key initiatives through learning and experiences
- ▶ Collaborate to create, gather, preserve and celebrate our local stories and culture, focussing on inter-generational, CALD, Aboriginal and Islander communities and sharing these stories within cultural protocols



2 DIGITAL CONFIDENCE

We will:

- ▶ Enhance and amplify the online and 24/7 physical services and resources under a single brand such as the Anywhere Anytime Library. Engaging interactive events will further grow community use and participation online
- ▶ Create a cohesive *Try Digital! Lab* consisting of dedicated spaces and pop-ups to showcase new and established technologies. This will also enable the library team and members to explore and grow confidence
- ▶ Focus on enhancing library staff skills to coach Council colleagues, maximise the IT investment and enable coaching of the wider community



3 LIFELONG LEARNING

We will:

- ▶ Position the library as the one-stop for information and discovery to build resilience and self-reliance in an overloaded world of data
- ▶ Focus on developing life-long reading and literacy as a primary library role. Provide the community with the motivation and opportunities to participate, learn and grow
- ▶ Provide programs that develop key skills around life, creativity, well-being and work to better prepare for the Region's future



WHAT WE WILL FOCUS ON



1 LIBRARY SPACES FOR PEOPLE

We will:

- ▶ Develop a strategic facility plan to close service gaps including investigating co-location opportunities and a destination facility
- ▶ Ensure libraries are fit for purpose and reach minimum standards for the range of activities taking place in a contemporary library service
- ▶ Remove barriers to access, increase digital services, investigate innovative approaches to service rural areas and optimise hours of access



WHAT WE WILL FOCUS ON



2 FUTURE-READY ORGANISATION

We will:

- ▶ Seek out innovative funding and partnership opportunities
- ▶ Develop stronger collaborations with a broader range of organisations to deliver on priority initiatives
- ▶ Develop options for Council consideration of increased investment in library collections
- ▶ Develop stronger alliances across Council and external agencies' marketing teams to position libraries as a key source of timely, focussed and curated community information
- ▶ Maintain and champion a consistent, quality brand that is familiar and recognisable to residents



WHAT WE WILL FOCUS ON



3 YOUR EXPERT TEAM

We will:

- ▶ Develop a Workforce Plan for developing leaders to drive this plan and for succession planning
- ▶ Provide training and development to boost staff confidence for technical and other service queries
- ▶ Maintain current staffing levels and adjust opening hours to better suit the community. In tandem to this, the *Anytime Library* concept will be explored to provide extended access after-hours in some facilities
- ▶ Ensure accountability is clearly defined and reported on through budget and performance reviews



WHAT WE WILL FOCUS ON



4 A TREASURE TROVE OF COLLECTIONS & TECHNOLOGY

We will:

- ▶ Enhance core online and physical stock to better meet customer demand and minimum standards
- ▶ Develop a Collections Plan to ensure the public and staff have access to contemporary resources. Collections complement rather than duplicate the school and university library stock
- ▶ Develop a Library Technology Plan to ensure the public and staff have access to adequate technology
- ▶ Develop “Your Digital Library – Anywhere, Anytime” digital collection and brand for 24/7 online library services



WHAT WE WILL FOCUS ON



5 LEARNING AND CULTURAL PROGRAMS

We will:

- ▶ Collaborate and plan for a targeted offer of programs each with an easily understood branding and closely tied-in with Council projects. Key initiatives will have a 3-year life-span to attract funding and collaboration in a concentrated timeframe
- ▶ Focus on engaging a particular low-user group each year using projects such as “Every Child a Member”, “Dads and Lads”, “Work-Ready Skills”
- ▶ Optimise established programs through collaborations with a broader range of organisations
- ▶ Deliver a Learning and Earning project - collaborate closely with industry and educational organisations to develop a project for enhanced adult literacy, financial literacy, entrepreneurial skills and job-seeking through resources, technology and events
- ▶ Deliver a *Wellbeing @ The Library* project to provide learning opportunities and resources around emotional and physical wellbeing
- ▶ Identify ways to grow and sustain family literacy programs in partnership with key agencies



MAKING THIS STRATEGY WORK

The Strategy 2018-2023 is ambitious, yet achievable and the execution of the Strategy will depend on several success factors:

- ▶ Using a practical work plan each year that outlines responsibilities, targets and deadlines
- ▶ Resourcing the time needed to ensure initiatives progress and succeed
- ▶ Providing regular reports to the community, Council, managers and staff
- ▶ Continuous improvement through a formal review of the strategy in 2023

The first year's plan aims to focus on further developing the library team's technology skills, undertaking a membership drive, improving the enrolment experience, simplifying library layout and better focus stock spending.





THANK YOU

Thank you to all community members and Mackay Regional Council employees who contributed to this plan. Thanks also to The State Library of Queensland for their advice and to those organisations that provided inspiration for this plan; Wyndham Council, Auckland City Council and the Government of Ireland.

The full strategy document Mackay Libraries Strategy 2018-2023 covering the strategy research and data is available at www.mackay.qld.gov.au/libraries/im_looking_for.../strategic_plan



FOR FURTHER INFORMATION CONTACT:
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