

# FRONTLINE SERVICE REVIEW

## SUMMARY OF WHAT WE LEARNED

### Current cost of service - \$1 million per year

COUNCIL OFFICE ENQUIRIES / RESOURCE CENTRES / LIBRARIES / VISITOR INFORMATION

#### Existing Levels of Service

- Around 2,000 telephone enquiries processed per month
- Over 300 customer action requests (CARs) processed per month
- 50% - 80% CARs resolved within one month
- Almost 25,000 library borrowings annually
- 1,275 active library borrowers / 16.4% of population
- 41 hours open each week at resource centres including weekends
- \$18.02 cost of library service per resident
- Almost 60% of library collection purchased in last 12 months



#### Benefits of your local libraries

- Research shows that every dollar invested in public libraries generates \$4.30 of benefit to the local community – a high return on investment
- Even people who do not use libraries place a value on public library services
- In Victoria, public libraries:
  - generate \$238 million of economic activity per year
  - employ over 1,800 full-time equivalent staff
  - welcome over 30 million visitors annually
- Public libraries have something for everyone, contribute to meaningful activities and support creativity and lifelong learning

2023 Study found that "...engaging with public libraries improves an individual's subjective health and wellbeing by 8%."

92% of 2022 survey participants feel safe at the library  
88% believe libraries welcome people from all walks of life  
72% 'feel better' at the library

#### Adults & Children – For You!

Fiction books, non-fiction books, audio books, magazines, DVDs, daily newspapers and digital content: eBooks, audio books, film and documentary streaming, online magazines and newspapers, eLearning and research databases

#### What will you find when you visit?

Browsing and borrowing books for free  
Community book clubs  
Author visits  
Children's Storytime  
School holiday activities  
Special events  
Local history collections  
Support Playgroup  
Mobile Library and home library service  
Daily newspapers and magazines  
Community Connections  
Visitor Information  
Community Information  
Free Wi-Fi, Computer use, photocopying / printing  
IT assistance  
Meeting Rooms

Access to all resources from the Central Highlands Libraries collections.

#### Meeting the needs of our Communities

- 44% of adults do not have the literacy skills needed for everyday life
- 20% of very young children need more play-based development and reading to be ready for school
- 33% of adults feel lonely
- 28% experience digital exclusion with affordability a key driver

Libraries provide resources that can reduce these issues

#### Visitors

Visitor Economy worth \$143 billion to Australia  
Visitors obtain information online before journey and local flavour upon arrival  
Visitors want local stories, not just information  
Between 11-21% of visits to the centres are related to visitor information  
Way finding and maps are important to visitors

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## MOVING FORWARD

Potential annual savings up to \$180,000

### Key Findings

- Transitioning of print library collections to digital formats.
- Use of technology as an enabler to improve services.
- Introduction of European 'Open Libraries' Service Model.
- Changing ways that visitors source tourism information.
- Increase in domestic travel post-COVID.
- Global budgetary pressures requiring increased efficiencies.
- Need to demonstrate value to our patrons and stakeholders.

### Our Commitment

- Customer Service Charter
- Responsiveness – Respond to enquiries within 15 days
- Maintain the number of open customer requests to below 300
- Aspire to resolving 70% of your enquiries at first point of enquiry

### Trends

- Financial pressures are impacting on Councils sustainability
- Our population is growing at approximately 1.7% pa

### Service Trends

- Number of telephone calls increasing
- Constantly working at improving responsiveness relating to customer action requests
- Increased demand for social space
- Meeting the changing expectations of visitor information centres
- Facilitating needs of a disadvantaged rural society

### Industry Trends

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### Library Strategic Plan

Based on the Australian Public Library Standards. Key Strategic Goals:

**Experience:** To be an inclusive and welcoming people-centred service

**Learning & Engagement:** To enable an informed and engaged community

**Collaboration:** To extend the reach and benefit of library services.

**Performance:** To be a flexible, resilient, and high-performing organisation

### Open Libraries Model

- Reduction in staffed hours – focus on the busier periods.
- Introduction of pre-approved customer access in non-staffed times – expanding the service provision
- No staffing on days of less demand – Sundays and Public Holidays
- Utilise and improve self-service technologies.
- Improved digital access for visitor information.
- A trial basis to allow for community and staff feedback before final implementation.

### The Library Outreach Program

- Has grown from 5 destinations to over 12
- Supports primary age education and literacy
- Supports borrowing accessibility for more remote communities
- Increases community connections
- Increases contact with Council and its services

### Key Recommendations

- Develop an 'Open Libraries' model of operation at our centres – reducing costs while expanding services
- Review the layout of centres to meet contemporary service deliver needs
- Improve customer self-service capability and tools
- Review staffing structure to improve specialist leadership
- Consult wider with the visitor economy sector to review and improve the way visitor information services are provided within the model proposed for the Resource Centres
- Improve publicly available information