

*“The whole point of
the library seems to be
to help make our lives
better.”*

(LIBRARY USER, POINT COOK, 2022)

Wyndham Libraries

Libraries Action Plan 2023-2028

Wyndham Libraries’ long-term strategic direction is defined in the Wyndham Library Service Strategy 2018-2040. This Action Plan, the second under the Strategy, identifies priority actions to be taken over the five years from July 2023 to June 2028. The actions and KPIs listed in this Plan are presented against the seven major service elements in the Strategy. More detailed actions from this action plan will be documented each year in the Libraries’ annual Business Plan. Progress on the Wyndham Libraries Action Plan 2023-2028 will be detailed in the annual Library Service report presented to Council.

Contents

Introduction 3

Wyndham Libraries	3
Library activity	3
Library network	3
Wyndham Library Service Strategy 2018-2040	4

Context 5

Population growth	5
Social, economic and environmental challenges	5
Learning City	6
COVID-19 and new service models	6
Emerging library trends	6
My place	7

Libraries Action Plan 2023-2028 8

Library Services 9

Community-Centred Collections	10
Learning and Cultural Programs	11
Technology Access for All	12
Flexible Multi-purpose Places and Spaces	13

Quality Service Delivery 14

Strategic Library Planning	15
Excellent Customer Experiences	16
Partnership and Collaboration	17

Acknowledgements 18

References 18



“A public library is one of the only places in our community where people can exist freely and for free. We aren’t expected to spend any money to be here. It helps our children grow up on a more equal footing. You can mingle with people from all walks of life, and it really is a great indicator of what our community is like and the kinds of people that make it up.” (Library user, Werribee, 2022)



Introduction

Wyndham Libraries

Library activity

In 2022-23 Wyndham Libraries had¹:

- **80,000 library members**, representing 26% of the Wyndham population
- **33,600 ‘active’ library members** who borrowed one or more collection items during the year
- **1.4 million loans** of physical collection items and 200,000 downloads of digital items
- **250,000 books**, DVDs, and other physical collection items, as well as 24,000 eBooks and digital resources
- **770,000 visits** to library branches
- **257,000 visits** to the library website
- **55,000 hours** of use of the library computers
- **96,000 attendances** at library learning, cultural and social engagement programs

In 2022-23 Wyndham Libraries had an annual operating budget of \$10.3 million and employed more than 100 staff, equivalent to 69 full time employees. Wyndham is the largest single municipal library service in Victoria, serving a civic population of over 308,000, behind only five other large multi-LGA library corporations. Wyndham Libraries is amongst the top three Victorian single LGA library services in terms of members, collection size, visits, loans and program attendance.

Library network

Wyndham Libraries serve one of the fastest growing local government areas in Australia. An Interface Council on metropolitan Melbourne’s south-west edge, Wyndham has a population of 308,623 (.id Community, 2022). that is forecast to grow to 501,000 by 2041 (.id Community, 2022).

Wyndham Libraries currently has five static library branches at Hoppers Crossing (Plaza), Point Cook, Tarneit (Julia Gillard Library), Werribee and Manor Lakes. Digital resources and service information are accessible via the library website (<https://www.wyndham.vic.gov.au/services/libraries>). The City’s first Library Lounge opened at Williams Landing in 2022, with a book kiosk accessible at the nearby shopping centre. In 2022 Wyndham also launched its Pop-up Library Van that takes library services out into the Wyndham community. There is also an outreach offering of early literacy services beyond the branches including Rhyme Time in the Park.

1. In 2022-2023 library usage rebounded with a record number of program attendances.

Wyndham Library Service Strategy 2018-2040

For many years, public libraries have played a vital role in empowering and enriching lives through their collections, lifelong learning programs, literacy support, and access to information, technology, leisure opportunities and cultural engagement.

Wyndham City Council's current library Strategy – Wyndham Library Service Strategy 2018-2040 – provides a strategic and integrated framework for Council's ongoing provision of public library services and facilities in a period of unrivalled population growth and significant development of civic infrastructure. The Strategy supports the Wyndham 2040 Vision, other Council plans and strategies, and Wyndham City Council's membership of the UNESCO Global Network of Learning Cities. The Strategy acknowledges Wyndham's library network as a vital and valuable community asset, and considers future library service provision across the municipality, with reference to existing Precinct Structure Plans (PSPs) and other Council infrastructure and service planning.

The Library Service Strategy 2018-2040 draws on the *APLA-ALIA Standards and Guidelines for Australian Public Libraries*. The Strategy's key themes reflect both the core service offerings of a public library and the critical features of effective

library service delivery. As such, the Strategy provides a robust framework for service planning of a contemporary public library in line with industry standards.

The Strategy is also the product of extensive consultation with the Wyndham community, library users, Council departments, key stakeholders, and library staff. It acknowledges the importance of community and cross-sector partnerships, both in efficient service delivery and in maintaining grass-roots connections with the community that inform and facilitate responsive service planning.

By setting a 20-year timeframe for the Strategy it was understood that there would be changes in society and the Wyndham community that could not be predicted at the time of writing. The experience of the COVID-19 pandemic over recent years is testament to the fact that no amount of thoughtful planning can account for every eventuality. However, the deliberate alignment of civic vision, industry principles and community aspirations have meant that the Library Service Strategy 2018-2040 still provides a solid foundation for planning of community-focused public library services.



"Our libraries are a much-valued resource in Wyndham. They're a place where everyone is welcome without the expectation of spending money. They not only provide a safe space to study and learn, they introduce the community to new ideas, subjects and a wealth of information and knowledge." (Library user, Plaza Library, 2022)



Context

Wyndham Libraries' operating context is, in some ways, very similar to that which existed prior to the development of the Action Plan in 2018. Yet, in other ways, there has been a seismic shift in the social, economic and environmental conditions that are being experienced by the Wyndham community and its library network.

Population growth

In the last 20 years the City of Wyndham's population has more than trebled from 85,000 in 2001 to 308,623 by 2023. By 2041 it is forecasted more than half a million people (501,000) will live in the City of Wyndham, and it will be the second largest Victorian LGA (by population) behind the City of Casey (549,000), well ahead of the Cities of Melton, Greater Geelong, Whittlesea and Hume whose population growth profiles are predicted to slow in the next 10 years. Much of the forecast population growth will be concentrated in Wyndham's north (Tarneit North, Oakbank) and west (Riverdale), with significant infill development also anticipated in central Werribee.

Wyndham's continued population boom will have two major implications for Wyndham Libraries:

1. Demand for equitable access to public library services in new growth areas, with expectations that all residents in these new urban growth areas will live within 3km of their local library.
2. Maturing of the current population, with increasing proportions of Wyndham residents in older age groups and consequent changes in the types of collections, programs and spaces sought by library users.

"For those of us on a limited income, the library provides us with things we possibly cannot afford to pay for. Free spaces for anyone to use are an important and inclusive resource."

(Library user, Werribee, 2022)

Social, economic and environmental challenges

Everyday life in Wyndham is influenced by changes occurring in the wider world – at state, national and global level.

- Rising interest rates and static wages growth place significant financial stress on homeowners, renters and people seeking to enter the housing market.
- Rate capping increases accountability and puts pressure on local government to prioritise limited resources to competing civic priorities.
- Social and physical vulnerability is more widespread, increasing rates of loneliness and isolation, mental health issues, family violence, homelessness and drug and alcohol dependence.
- Climate change is leading to more frequent and more severe weather events, with both rural and urban populations at increased risk from bushfires, heat waves, floods, drought, dry spells and torrential downpours.
- Exponential growth in the power and reach of technology will widen the digital divide and increase cybersecurity risks. Artificial intelligence and robotics will permeate daily life, improving economic productivity and transforming concepts of human employment and human rights.
- Commonwealth, state and territory and local governments are under pressure to accelerate the progress of reconciliation and overcome entrenched inequality experienced by First Nations peoples.

As is the case for all public libraries, citizens will look to Wyndham Libraries for access to shared resources and authoritative, credible information to help them to navigate the uncertainties in life.

Learning City

Wyndham Libraries have a central role in supporting achievement of the Wyndham 2040 Vision for “a safe, connected and inclusive community”. Through its collections, programs and facilities the library supports health and wellbeing for all, employment and education outcomes, and access to leisure, art and cultural opportunities for everyone throughout the municipality. Wyndham Libraries also contribute to community and Council outcomes in at least four of the eight strategic areas articulated in the Wyndham City Council Plan 2021-2025 – most notably ‘A Welcoming and Inclusive City’ and ‘A Healthy, Accessible and Equitable City’.

Wyndham City Council’s membership of the UNESCO Global Network of Learning Cities² highlights Council’s commitment to improving the practice of lifelong learning for Wyndham residents. As part of a global network of 300 Learning Cities, and one of only four in Australia, Wyndham can benefit greatly from sharing ideas and solutions with other partners. The Network supports achievement of all seventeen United Nations Sustainable Development Goals (UNSDGs), in particular SDG 4 (‘Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all’) and SDG 11 (‘Make cities and human settlements inclusive, safe, resilient and sustainable’).

Wyndham Libraries also share the Australian Library and Information Association’s (ALIA) strong commitment to SDG 16.10 (‘Ensure public access to information and protect fundamental freedoms’).

“For the last 12 years Australian libraries made my knowledge, wisdom and skills multiply.” (Library user, Julia Gillard Library Tarneit, 2022)

COVID-19 and new service models

The COVID-19 pandemic struck Australia in March 2020, disrupting the normal order of Australian society and the workings of the economy. Everyday life will never be the same after repeated lockdowns, border closures, restricted movement of people, public health orders, mask wearing mandates and multiple vaccination rounds. The toll was high, in terms of deaths and illness, but also evidenced in the impact on people’s physical and mental health and wellbeing, business closures and job losses, and interrupted and ceased education pathways.

The impact of COVID on access to and use of Victorian public libraries was dramatic. In Wyndham, participation in library programs dropped by 90%, library visits dropped 80% and loans of physical items fell by 45%, partially offset by a 60%

increase in downloads of digital items. At the same time, COVID restrictions unleashed innovation as Wyndham Libraries quickly pivoted to expand home delivery services, introduce ‘click and collect’ models, move programming online (via podcasts, pre-recorded Story Times and live online activities) and explore new outreach service models that increase local access to library collections and services (e.g. Pop-Up Library Van).

As Australians come to terms with living with COVID, Wyndham Libraries are working strategically and collaboratively to: return previous customers to regular library use; attract new library users; reinvigorate a weary library workforce; and leverage the innovation shown during COVID to trial and deploy more flexible and far-reaching service models.

Emerging library trends

Beyond the transformation of library service models, a process which was super-charged by COVID, public libraries continue to evolve in response to changes in the national and local operating environment, and the specific demands of local communities. In the next 5 years Wyndham Libraries will be cognizant of:

- changing demand for physical and digital collections and increased content creation
- reduced demand for library PCs and increased demand for seating where people can access Wi-Fi from their own device and charging points
- free and low-cost learning and lifestyle programming opportunities offered through industry and community partnerships, especially for young people, retirees and the elderly
- people engaging in ‘work from library’ where ‘work from home’ is not a viable option
- open libraries becoming mainstream, enabling secure user access to library facilities outside staffed working hours
- libraries as a ‘safe’ referral point for non-judgmental access to social and human services
- libraries solidifying their position as a repository for stories and a place for storytelling
- building the library workforce, qualifications and retention.

2. <https://uil.unesco.org/lifelong-learning/learning-cities>

My place

The Wyndham community uses its public libraries in a way that is distinctly different to how they use other services. While the collection is still the major service offering, Wyndham has high use of its libraries as 'place', or more specifically the library as the 'third place'.

The 'third place' has a distinctly different purpose and feel from the other two spaces where people spend much of their lives (that is, home and work – and for people who no longer work this is more correctly their 'second place'). The 'third place' is a casual, inclusive place where people can spend time without spending money and be without obligation.

The perception and use of 'library as place' has grown as people find the library to be a safe, welcoming, free to enter, non-judgmental setting, valued by people who inhabit it and supported by helpful professional staff. There are now many people who visit their library on a regular basis purely or primarily for the places and spaces it provides. In Wyndham this includes students of all ages, internet users, lifelong learners, families and people seeking connection.

"A place to learn, grow and be stimulated. A place to find what I need to sustain me."

(Library user, Plaza Library, 2022)

"It is a place of belonging and communal acceptance."

(Library user, Point Cook, 2022)

"It feels like the last place where I can go and just be."

(Library user, Wyndham Vale, 2022)

"The library is a safe haven for me when I feel overwhelmed by life and need a quiet escape. It provides me access to books which help my mental health, especially when I can't afford to purchase them."

(Library user, Wyndham Vale, 2022)





“Back in our country, ‘library’ is just a name that we know, where you can study and borrow books. But it is not accessible or doesn’t exist. My daughter becomes a bookworm since we migrated.” (Library user, Point Cook, 2022)

Libraries Action Plan 2023-2028

Wyndham City Council’s Libraries Action Plan 2023-2028 sits within the context of the long-term strategic direction defined in the Wyndham Library Service Strategy 2018-2040 and other Council plans and strategies. The Action Plan, the second under the Strategy, identifies priority actions to be taken over the five years from July 2023 to June 2028 to ensure that Wyndham residents continue to have access to high quality library services that respond to their diverse and evolving needs.

This Plan is aligned to and guided by Libraries Service and Asset Planning conducted in 2021 and refreshed in early 2023. This

outlines the current and future service demand in Wyndham, the desired infrastructure required over the next 10 years and an assessment of affordability.

The actions and KPIs listed in this Plan are presented against the seven major service elements in the Strategy. More detailed actions coming from the Plan will be documented each year in Wyndham Libraries’ annual Business Plan. Progress on the Libraries Action Plan 2023-2028 will be detailed in the annual Library Service report presented to Council.

Library Services

A high-performing public library engages its unique community in design, development and delivery of library services that meet the community's recreational, educational, social, information and employment needs – across all life stages, cultures, interests and circumstances. These services include:

- physical and digital content and collections, including general, specialist local studies, heritage and cultural collections
- reading, literacy, learning, wellbeing, cultural and creative programs

- access to computers, the internet, printers and other essential technology
- places and spaces (both onsite and online) where people can relax, work, meet, learn, connect and create.

Wyndham Libraries will continue to deliver library services consistent with the best practice benchmarks for Australian public libraries.





"I love coming to the library. It's a nice cosy spot to relax and read the books I love. I am very happy that you have my favourite ones. I come once in two weeks and borrow at least 10 books. I love how kind the staff are, and always ready to help. The library is one of my favourite places to be over the weekend."

(Library user, 8-years old, Point Cook, 2022)

Community-Centred Collections

The collection is the core of a public library. The collection provides wide coverage of subjects and genres that cater to the diverse needs of the Wyndham community, with print and digital resources for their reading, listening and viewing pleasure. The collection supports the library's important

roles in literacy and lifelong learning, and documentation and preservation of cultural memory. Innovative use of new technologies is enabling public libraries to expand their collection and enhance member access.

Aim: Wyndham Libraries will develop and manage library content and collections which meet the information, education, recreation and cultural needs of the community, foster a love of reading, and support the development of lifelong learning.

Action	Timeline	Responsibility	Resources	KPI
1. Update Wyndham Libraries' Collection Policy to ensure library collections optimise access for people of all abilities, different language and culture groups and backgrounds	2023, 2025, 2027	Coordinator, Collections & Information Services		Target: Collections Policy updated every 2 years by November
2. Systematically review collection management and funding to ensure the digital collection reflects best value for the community	Annual	Coordinator, Collections & Information Services		Target: Collection turnover rate 4.8-6 Target: Annual cost per circulation analysis for each platform completed by end of October
3. Engage with local communities and learning providers to identify priority community languages to increase accessibility of library resources (both physical and digital)	Annual	Coordinator, Collections & Information Services		Target: Collection turnover maintained Target: One community engagement activity per year Target: Annual review of community language holdings against demographic data by June
4. Make local history assets and stories more accessible for all through access to a platform where content is curated by staff and the community	From 2024	Coordinator, Library Systems Technology Team Leader, Adult Programs	Library partners	Target: Increase platform asset views and downloads by 2% yearly



"I bring my little baby in to join in the programs, but I also take part in adult programs like craft and games and author talks and gardening workshops. It's great to connect to other people, have a rich life, be in a calm (or vibrant and noisy) space where other people are using it too." (Library user, Point Cook, 2022)

Learning and Cultural Programs

Library programs allow participants to develop strong, productive and meaningful connections with their library, its collections and staff, other participants and their community. As programs bring together people with a common interest from across the community, they have the capacity to deliver real and significant learning, social and cultural benefits to

individuals and communities. Library programs often target a population cohort, library collection or community outcome. They can be delivered onsite (at the library), online or in community locations. They may be delivered by library staff, or by library staff working in partnership with other community, educational or business organisations or volunteers.

Aim: Wyndham Libraries will develop and deliver targeted activities that use library resources, collections and spaces to:

- build literacy, language, employability and lifelong learning skills in the community
- encourage social inclusion and connection
- improve personal development and wellbeing
- engage, connect, inform and inspire
- enrich the lives of community members.

Action	Timeline	Responsibility	Resources	KPI
5. Target general, branch-specific and online programming based on analysis of community profile data and feedback from community members and library partners	Annual	Coordinator, Library Programs & Services	Library partners	<p>Target: Maintain or increase participation in targeted programs.</p> <p>Target: Hold 2 programs team planning days per year.</p> <p>Target: Update program timetables 4 times per year.</p>
6. Explore opportunities to deliver new library programming and collections, with the support of community and Council partners, to enhance: <ul style="list-style-type: none"> — user access to education and learning pathways — adult and English language literacy development — individual health and wellbeing and community resilience — cross-generational learning — job seeking and access to employment — climate change and sustainability 	Annual	Coordinator, Library Programs & Services Coordinator, Learning Community	Library and Council partners	<p>Target: Deliver 2 new partnership programs/events and one new community co-designed program/event per year.</p>
7. Review and evaluate early years and junior programming and the children's collection to ensure that the service maximises impact on reading in the home to and by young children	2023, 2025, 2027	Coordinator, Library Programs & Services		<p>Target: Average of at least 50% of junior collections borrowed</p> <p>Target: Deliver an annual event or program to support reading at home. Evaluate survey results.</p>

Technology Access for All

Public libraries play an important role in digital inclusion, facilitating access to and use of mainstream technologies that are essential to everyday living. While most Wyndham households can now connect to the internet via fixed or mobile means, there are still those who have no independent access to the internet or are on data plans that limit service access. A digital divide also exists for people who lack the confidence and skills to access and use technology effectively.

Public libraries provide free community access to computers, the internet, standard software, printers and peripheral devices, especially for people who might otherwise not have access because of cost, difficulty of use or a need to access specialist equipment. Libraries also bridge this divide by providing support and training to assist people to become more confident in using computers, mobile devices, apps and the internet.

Aim: Wyndham Libraries will:

- provide free to the community use of computers, the internet and other technological equipment and applications to allow users to access library and public information and resources
- support library users to build their confidence and skills in efficiently using digital technology and effectively using digital information and tools
- be widely recognised as a place where mainstream and new technology is available and accessible to all members of the community.

Action	Timeline	Responsibility	Resources	KPI
8. Review and renew the Radio Frequency Identification (RFID) agreement	2026	Coordinator, Library Systems Technology	Library partners	Target: Contract renewal completed within required timelines Target: Customer Self-service borrowing remains over 90% or exceeds this. Target: System uptime 99% or higher for each year
9. Review technical services models to ensure the current library service offering reflects evolving community needs (e.g. number of fixed PCs, borrowable devices, Wi-Fi use, charging points, scanning facilities)	2023	Coordinator, Library Systems Technology	Library partners	Target: Technology use meets or exceeds PLV benchmark usage for technology for each year. Target: Technology use meets or exceeds internal usage for previous year.
10. Empower participation in a digital society by providing training and support to enhance access to and use of the internet and online resources	2023	Coordinator, Library Systems Technology	Library partners	Target: Program participation meets or exceeds usage compared to previous year.



“Wonderful place for free access to resources and computers. Everyone in the community is welcomed and there are free activities and programs for all ages. A good place to meet people and make new friends.” (Library user, Julia Gillard Library Tarneit, 2022)



"I'm a 73-year-old lady who lives alone. The library is my 'Happy Place'. It brings people from all nationalities to a central hub to interact and communicate in a happy atmosphere." (Library user, Point Cook, 2022)

Flexible Multi-purpose Places and Spaces

Library surveys and engagement research consistently show that the Wyndham community has a distinctive use of Wyndham Libraries as 'place'. That is, compared to other Local Government Areas, Wyndham Libraries are distinctively used as place and the value of library collections, programs and technology access is matched, and for many users exceeded,

by the value of the library as a safe universally accessible non-judgmental community space. A comfortable place to sit, read and relax. A quiet place to study or work, alone or with peers. A communal place to learn, participate and come together. A vibrant place to share, create and celebrate community.

Aim: Wyndham Libraries will provide functional, safe, flexible, stimulating and accessible physical spaces that meet the recreational, educational, social and information needs of library users of all ages and interests.

Action	Timeline	Responsibility	Resources	KPI
11. Review library layouts, future library design and use of mobile/modular furniture to maximise opportunities for more and/or better: <ul style="list-style-type: none"> – silent study and work spaces – group study and meeting rooms – bookable meeting spaces (small, large) – youth spaces – wellbeing spaces (e.g. green spaces, sensory rooms, prayer rooms) – culturally safe and welcoming spaces for first nations people 	2025	Team Leader, Projects & Innovation		Target: Review completed by December 2025 Ongoing customer feedback
12. Explore establishment of specialist spaces and facilities at particular locations based on evidence (e.g. specialist children's library, business and co-working space, Makerspace)	2024	Team Leader, Projects & Innovation		Target: Report completed by December 2024 Response to recommendations included in 2024-2025
13. Review library layouts, furniture and display to enhance access for older persons, people with health issues such as dementia and people with mobility issues (e.g. shelving height, adjustable desks, seating options)	2024	Coordinator, Library Operations	Library Projects & Innovation Officer Branch Library Coordinators	Target: Report completed October 2024 Response to report recommendations included in recurrent budget 2024-2025
14. Review, update and expand use of in-house digital displays and internal/external signage to promote library, Council and community activities	2024	Coordinator, Library Systems Technology Team Leader, Projects & Innovation	Library partners	Customer awareness Target: Service participation in all PLV library awareness campaigns



*"I saw on a Wyndham newsletter we are a 'Learning City'. My library is a place to be productive and focused, supporting my goal of being a lifelong learner. It helps me to learn more about things that I didn't get a chance to learn at school, such as psychology, cooking and spirituality. Learning makes me feel confident and positive."
(Library user, Werribee, 2022)*

Quality Service Delivery

Wyndham Libraries' response to the challenges of significant population growth in a fast-changing world will continue to be influenced by its capacity to plan for and efficiently deliver the library services the Wyndham community needs. The Library Service Strategy 2018-2040 sets a platform for the future.

Development of strategic responses to evolving circumstances will be focused on providing excellent customer experiences, informed by community and industry research, and enhanced by mutually beneficial collaboration with other Council departments and community partners.

Strategic Library Planning

The Wyndham 2040 Vision, refreshed in 2021, aspires to a safe, connected and inclusive community that respects, acknowledges, values and celebrates the First Nations people, the City's heritage, cultural diversity and multicultural strengths. Therefore, the future vision for Wyndham Libraries is framed by the desire to deliver welcoming, inclusive, accessible and equitable services that enhance community learning and wellbeing. Library planning will build on strong

connections with the Wyndham community and a deep understanding of their library needs.

In addition, recent Service and Asset Planning work has produced information to guide the future planning and provision of services and infrastructure across Wyndham to ensure that the future vision for libraries is delivered. The recommendations produced by this work are aligned to the below actions.

Aim: Wyndham Libraries will align its strategic planning with Council's vision for the City, reflect community needs and aspirations and engage the community in shaping library services.

Action	Timeline	Responsibility	Resources	KPI
15. Advocate and participate in Council activities to provide a new flagship library for the City in a key location	2025	Manager Libraries & Learning		Target: 2 advocacy actions completed annually
16. Establish library service provision to emerging communities at Truganina (2024), Black Forest Road North (2026) and Riverdale (2027)	2024, 2026, 2027	Manager Libraries & Learning		Target: Truganina Library Lounge open 2024 Blackforest Road North Library open 2026 or as per Council required timeline Riverdale open 2027 or as per Council determined timeline
17. Explore opportunities for: <ul style="list-style-type: none"> co-location of library, other Council, government and community services commercialization of Council facilities which house library services procuring grant funding to assist with library infrastructure 	Ongoing	Manager, Libraries & Learning	Council partners	Target: Annually participate in two fact finding visits to other LGA's to increase knowledge of library service best practice. Target: Apply for all available funding to assist with library infrastructure maintenance/improvement or new builds
18. Continue advocacy for expansion and diversification of public library funding to support service provision and community outcomes	Ongoing	Manager, Libraries & Learning		Target: Attendance at 3 PLV meetings per annum Target: Participation in 100% of library funding advocacy programs led by PLV
19. Review implementation, utilisation and impact of recent service transformation initiatives <ul style="list-style-type: none"> Williams Landing Library Lounge Pop-up Library Van Williams Landing Book Locker 	2023, 2025, 2027	Coordinator, Library Programs & Services Team Leader, Community Outreach		Target: Review completed by December 2024
20. Trial implementation of an open (24/7) library model to assess potential interest and uptake (prime options include Werribee, Williams Landing)	2024	Coordinator, Library Operations	Library partners Funding for upgrade	Target: Finalise location and complete upgrade to offer a pilot 24/7 service– June 2024 Target: Trial 24/7 physical service July-December 2024
21. Conduct two-yearly surveys of library users and non-users to ensure that library collections, programs, services and experiences deliver best value for the Wyndham community, including: <ul style="list-style-type: none"> service points and opening hours (access) outreach and home library services (reach) customer experience 	2023, 2025, 2027	Manager, Libraries & Learning		Target: Survey completed in 2023, 2025, 2027
22. Review and update the Library Service & Asset Plan including: <ul style="list-style-type: none"> 10-year infrastructure requirements to meet service need Advocacy agenda items critical to supporting infrastructure delivery 	2023	Manager, Libraries & Learning Manager, Community Planning		Review completed by 31 May 2023



“The library is a significant part of our lives. A beautiful place to borrow different books each week as our two little girls grow. A place where we feel welcomed by the wonderful, warm, friendly and helpful staff. It’s a central part of the community and a hub for people to gather together and use the service alongside each other.” (Library user, Point Cook, 2022)

Excellent Customer Experiences

Wyndham Libraries are a much-loved and respected Council service, achieving consistently high levels of customer satisfaction. This comes from offering a complementary suite of library services that respond to different community

needs, a professional and caring workforce, and a willingness to embrace innovation that challenges traditional models of library service provision.

Aim: Wyndham Libraries will meet and exceed customer needs through a customer-centric service model, service redesign and digital innovation.

Action	Timeline	Responsibility	Resources	KPI
23. Implement a City-wide awareness campaign to bring people back physically to the libraries across Wyndham	2024	Coordinator Library Programs & Services		Target: Library membership campaign undertaken yearly to maintain or increase library membership
24. Maintain service continuity during service disruption at Hoppers Crossing (Pacific Werribee) in 2023 and reinvigorate community engagement upon return.	2023-2024	Coordinator Library Operations	Library partners	Target: Maintain 98% agreed interim hours and services at temporary location Target: Communication Strategy in place for reopening of Hoppers Crossing Library
25. Review staffing models, profile and required training to optimise staff knowledge and enhance the customer experience through the development of a one- and three-year outlook considering the following; <ul style="list-style-type: none"> – rostering – frontline user IT support – working with children, youth and aged persons – professional expertise in community engagement, marketing and communication, partnerships – workforce diversity – cultural competency – Skills requirements 	Annual	Manager Libraries & Learning	Library partners	Target: Review completed annually Target: Development of one and three year outlooks Target: Central training tracking system developed and implemented Staff feedback

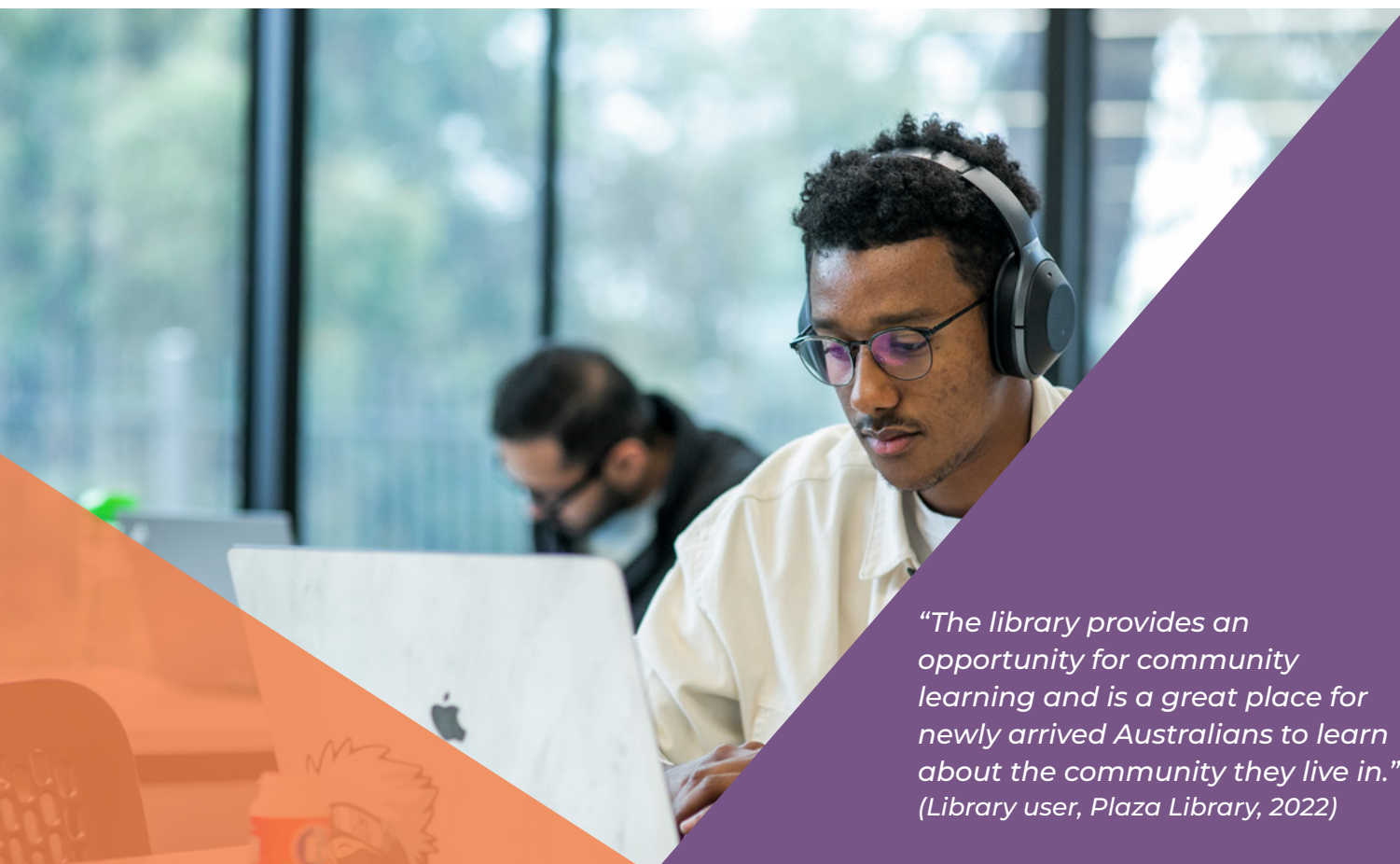
Partnership and Collaboration

Public libraries understand that meeting the diverse spectrum of the community's reading, learning and information needs cannot be met by working in isolation. It requires a strategically aligned and coordinated approach across different organisations working in the community. This includes kindergartens and schools, universities, TAFEs, the Learn Local

sector, other training providers, community service agencies, cultural organisations, business and tourism groups, Aboriginal and Torres Strait Islander organisations, other Council departments, state and Commonwealth government agencies, and other public libraries.

Aim: Wyndham Libraries will continue to work strategically with partners to improve service scope and reach, improve service quality, reduce service duplication and use public resources for maximum impact.

Action	Timeline	Responsibility	Resources	KPI
26. Strengthen connections with community groups and business to inform service planning and enhance user access to relevant services (e.g. education providers, health and welfare providers, community centres, cultural organisations, employment agencies)	2025, 2028	Coordinator Library Programs & Services Coordinator Learning Community Coordinator Library Operations	Library partners	Target: One new event or partnership offering per annum Program participation Partner feedback
27. Advocate for a targeted First Nations position within Libraries and Learning to foster and strengthen connections with Wyndham's Aboriginal community and to increase service relevance, reach, use and impact for this community.	2024, 2025	Manager Libraries & Learning		Target: Appointment of Aboriginal Librarian/ Officer by 2025



*"The library provides an opportunity for community learning and is a great place for newly arrived Australians to learn about the community they live in."
(Library user, Plaza Library, 2022)*

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- Wyndham City Council (briefing November 2022)
- Wyndham Learning City Portfolio Committee – chaired by the Cr portfolio holder with representation from educational providers and community organisations (workshop November 2022)
- Representatives of Wyndham City Council business units (workshop October 2022)
- Wyndham Libraries Leadership Team and staff (workshops October 2022).

Feedback was also taken from recent community and library user surveys:

- Wyndham Libraries Community Survey – August 2021: 1,063 library users and non-library users
- Victorian Statewide Public Library Survey – March 2022: 458 library users
- Victorian Statewide Public Library Census – May 2022: 610 library users.



References

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