



**Appendix 1: Market Research and
Consultation Report**

Woollahra Municipal Council

**November 2007
Adopted by Woollahra Municipal Council
on 17 December 2007**



Executive Summary

This report specifically represents the findings of the market research and consultation component of the *Woollahra Library and Information Services Strategy* and will be used to inform subsequent stages of the project.

MARKET RESEARCH FINDINGS

A telephone survey was undertaken with 400 residents in the Woollahra local government area (LGA), including users and non-users to identify community and cultural service needs, formal and informal learning needs, current usage patterns, expectations and gaps in current library service provision and preferences. The proportion of surveys actually collected is directly comparable to the proportion of persons in the region (by age and suburb), indicating a representative sample.

Survey participants were asked how important they perceived access to community and cultural activities and programs in their local area. Approximately 71% of survey respondents rated access to community and cultural activities and programs as 'important' or 'very important'. The weighted average score¹ to this question is 3.92, indicating that respondents were tending towards 'important'.

Respondents were then asked to rate the importance of access to a range of community and cultural activities and programs. Overall, *children's cultural events* (w/a of 3.66), *Storytime programs* (w/a of 3.49), *Open-air concerts / activities* (w/a of 3.47), *informational talks/discussions* (w/a of 3.45) and *multicultural celebrations* (w/a of 3.36) were the most important community and cultural activities and programs.

Participants were further asked how likely they would be to use or access cultural and community activities and programs if they were provided by Council. *Open-air concerts/activities* (w/a of 3.20), *streets festivals and fairs* (w/a of 3.16), *touring exhibitions* (w/a of 3.03), *informational talks /discussions* (w/a of 2.96), and *multicultural celebrations* (w/a of 2.90) recorded the highest weighted average scores for likelihood of usage if it was provided by the Council.

Respondents were then asked to nominate learning opportunities of importance for all age groups in the community. The closer the weighted average is to five, the more important the learning opportunity. *Access to information regarding our community and heritage* (w/a of 3.64), *online resources* (w/a of 3.63), *computer courses* (w/a of 3.61) and *Internet courses* (w/a of 3.59) are the most important learning opportunities for all ages. Participants were further asked how likely they would be to use or access learning opportunities if they were provided by the library. *Informational talks/discussions* (w/a of 2.80), *access to informal learning opportunities* (w/a of 2.77), *online resources* (w/a of 2.71) and *access to computer courses* (w/a of 2.62) recorded the highest weighted average scores for likelihood of usage if it was provided by the Library.

Residents were asked to specify 'other' community activities and programs that they would like to see provided by Council. The most commonly nominated 'other' community activities and programs were *arts and cultural related programs* (41.0%) (e.g. art exhibitions/programs, open-air cinemas / concerts and library programs) environmental related programs (20.5%) (e.g. clean-up/recycling days and community garden activities) and *sports programs* (9.4%) and *elderly/seniors/pensioners activities /programs* (9.2%) (e.g. health talks and Internet lessons).

Over half the survey sampled (51.1%) indicated that they would be 'likely' to 'very likely' access the library if meeting and social spaces were provided. The weighted average score to this question was 3.30 indicating that respondents were midway between 'average' and 'likely'.

Respondents were asked to nominate factors of importance to the individual or members of the family over the next ten years regarding learning opportunities. *Access to informal*

¹ A full definition of weighted average can be located in **Section 6: Appendix D**.

learning for all ages (w/a of 3.14), *access to information about our community and its heritage* (w/a of 3.08), *access to university courses* (w/a of 2.92) and *access to opportunities for people to come together to meet, socialise and learn informally* (w/a of 2.86) are the most important learning opportunities for either respondents or their family members over the next 10 years.

Over half of all respondents (62.0%) currently use a library (includes the Woollahra Council libraries and other public libraries). Users were asked to nominate which libraries they used. Just over half the survey sample (50.3%) indicated that they used a Woollahra public library while 11.8% of respondents used 'other' libraries outside the Woollahra library network.

The highest proportion of Woollahra users indicated that they used the Double Bay Central Library (65.0%) of all Council libraries in Woollahra, followed by Paddington Library (27.5%) and Watsons Bay Library (5.5%). The Local History Centre (2.0%) was the least frequented library branch in the Woollahra LGA.

The majority of Woollahra library users indicated they used a Woollahra Library on a 'monthly' basis (30.5%), followed by every 'fortnight' (22.0%) while 16.0% of respondents indicated they used a Woollahra Library branch on a 'weekly' basis.

Users were asked to rate their level of satisfaction with library elements and services relative to the Woollahra Library Branch used most frequently. The key elements of satisfaction at a Woollahra library are *location of library* (w/a of 4.49) *customer service/helpfulness of staff* (w/a of 4.37), and *atmosphere & surrounds* (w/a of 4.28). *Access to parking* (w/a of 2.69), *physical access* (w/a of 3.42) and *access to facilities* (w/a of 3.53) were the least satisfied elements relative to the Woollahra library used most frequently.

Respondents aged 15 –24 years (w/a of 4.59) and 25-44 years (w/a of 4.59) are most satisfied with the 'location of library' at their most regularly used Woollahra branch while residents aged 65 years and over are particularly satisfied with the 'customer service/helpfulness of staff' (w/a of 4.33). Respondents aged 15-24 years are least satisfied with 'range of library cultural programs and events' (w/a of 3.67), 'online research resources' (w/a of 3.77) and 'access to library resources via catalogue/ online' (w/a of 3.81) in comparison to other age groups. In addition, 'access to technology' recorded relatively lower weighted average scores amongst the younger age cohorts (i.e. 15-45 years age bracket) while older aged respondents recorded relatively low satisfaction levels with 'physical access' in comparison to the younger age group.

Woollahra library users were invited to provide comment as to what sorts of things they tell their friends about the library. The most common 'positive' comments (78.6%) included *atmosphere and surrounds*, *location*, *customer service* and *children's collection and programs*. *Size and space*, *access to parking*, *quality of collection* and *access to technology* were the most common 'negative' things that respondents revealed to their friends relative to the Woollahra library.

More than a third of the total sample (35.0%) indicated they used a public library outside Woollahra LGA. The most common other libraries used are Waverley Library (51.4%), University library (24.3%) and State Library of NSW (12.1%). 'Quality of collection' (40.0%), 'location' (25.7%) and 'transport and parking' (22.1%) were the most commonly cited reasons for using other libraries apart from the Woollahra Library Service. 'Other' specified reasons (46.2%) for using other libraries include other libraries offering larger space (10.7%) and, larger collection/more variety (5.0%).

For non-users, the most common reasons for not using a Woollahra Library were 'access - transport/parking' (11.6%), 'quality of collection' (9.5%) and 'location' (7.5%). The most common 'other' factors for not using any of the Woollahra public library branches were 'I don't have time' (12.6%) 'I buy my own books' (10.1%) and 'I don't have the need' (8.5%).

Non-users were invited to indicate the facilities or services that would encourage them to use a Woollahra library. The top five services/facilities that would encourage a non-user

to use a Woollahra Library and Information Service are *convenient transport / parking options* (40.2%), *coffee shop at the library* (26.1%), *services* (21.6%), *good location* (21.1%) and *more social meeting spaces at the library* (18.6%).

Respondents aged 15-24 years would be more likely to use a Woollahra Library and Information Service if 'study or research facilities' were provided at the library (22.7%) while 'convenient transport or parking options' are more important to residents aged 45 years and over. Non-users aged 45-64 years (36.5%) and 25-44 years (25.3%) would be encouraged to use a Woollahra Library with the provision of a 'coffee shop' at the library. 'Attractive layout/ atmosphere' is relatively more important to younger aged respondents (i.e. respondents aged 15-24 years and 25-44 years) in comparison to older aged groups. Further, 'good location' is particularly important to non-users aged 25-44 years (24.0%) and 45-64 years (23.8%) with 'proximity to home' as the highest ranked locational criteria.

Of the non-users that nominated *good location*, a relatively high proportion of respondents nominated 'proximity to home' (14.1%) and 'proximity to work' (4.5%) as central factors that would encourage library usage. Of the respondents that nominated *services* as a key influence in encouraging library visitations, the more commonly specified elements included Internet access (12.6%), programs / events (9.5%) and newspapers / magazines (8.5%).

Overall, library usage still tends to be very traditional with 'borrowing books' as the predominant reason for use/perceived use (93.3%), although there are an increasing number of residents who use or would use the library to 'read and browse magazines and newspapers' (34.0%), use Internet / research (31.0%) and 'borrow multimedia' (w/a of 22.3%). Other reasons for using a public library included 'accessing research/reference materials/facilities' (5.3%) and *access children's activities/programs* (5.0%).

The top three services that respondents would consider accessing via the Internet are *browse the library catalogue* (69.5%), *reserving / renewing items* (64.0%) and *being advised on new items of interest* (53.8%).

Overall, the key locality features for a new library in Woollahra are *close to public transport* (59.8%), *near or in a shopping centre / retail area* (35.8%) and *near or in a park* (22.8%). Of the respondents who nominated that a library should be located in a particular area in Woollahra, a number of respondents indicated that a library should be located in a central area in the Woollahra LGA. Suggestions for preferred locations were Double Bay, Bondi Junction, Blackburn Park and Rose Bay. 'Other' specified important criteria (26.3%) for location included the need for adequate and free parking and public transport.

Respondents were asked to nominate challenges or barriers in accessing library services. *Lack of time* (21.8%), *diminishing health / eyesight* (14.4%), *lack of personal transport* (11.0%), *poor public transport* (10.8%) and *poor opening hours* (10.0%) are the most prominent anticipated challenges/barriers in accessing library services over the next five to ten years. The most common 'Other' specified (19.8%) challenge in accessing library services over the next five to ten years was 'lack of parking' (10.5%).

All survey participants were invited to nominate the most convenient / preferred times to visit a library. A relatively high proportion of respondents made comments relating to 'general hours' of opening (45.3%) such as anytime, after work, during the day, after school hours, and afternoon and night availabilities. Of the respondents who made comments in regards to preferred hours of opening (35.5%), a high proportion made comments in regards to 10am as a convenient time for them to access a library followed by 5pm and 9am. In regards to weekend openings (19.3%), 'anytime' was the most frequently cited convenient time to access a library on the weekend followed by Saturdays.

COMMUNITY CONSULTATION SUMMARY

There was general recognition that Woollahra is unique and distinguished by a rich history and heritage, and that this heritage needed to be preserved and showcased. The community strongly embraces and appreciates the community and cultural facilities and activities that are provided by Council, including the library and information services. Commonly participants talked about cultural activities as *“bringing the community together”* and promoting equity and understanding.

There was general consensus over what the community considered the role of the library is and what it should be. In summary, the library is a highly valued asset in the Woollahra community. There was strong agreement among workshop participants that the library fulfils a variety of functions such as a place to access information and learning, a place to access recreation, a ‘multi-functional’ meeting place, and most importantly, a ‘cultural centre’ or ‘community space’ that links the community through a variety of cultural events and activities.

Library staff and the quality of customer service, expertise and knowledge were cited as one of the key assets of the Woollahra Library Service. The co-location of the Double Bay Library with the park and the view was very highly valued. Other areas which were appreciated by residents included access to computers and the Internet as well as a place which provides ‘free’ access to resources and activities.

Respondents reflected an interest in the active development of community through a range of cultural and social activities and programs. Suggestions included linking the library to festivals and fairs being held in the community and providing targeted programs such as selected author talks appealing to different target groups in the community. In addition, respondents made a range of suggestions for activities that the library could conduct including ‘outreach programs’ (in particular to the Holdsworth Street Centre), ‘computer classes’ for seniors, ‘book club’ and ‘multicultural focused programs’. The need to build closer links with schools to break down the sense of competition, as well having greater links with Council, such as providing access to other Council services was recommended by Library staff.

The library staff consultations highlighted the challenges that ‘technology’ would provide for libraries in the coming decade. This includes the need to improve access to technology within libraries, to include more PCs, providing e-books/ CD/ DVD/ MP3/ talking books and increased Internet access. Library staff also noted that there is a need for greater education about technology and Internet use, including using technology more effectively with self-check technology and wireless. It was noted that libraries may have to look to alternative delivery channels to meet changing behaviours in information access longer term.

Making the library as a place ‘beyond books’ was also indicated as a changing need. This included the ongoing need for increased and improved programming and activities, as well as the promotion of internal and external programs and events. The change in demographic was indicated as a significant area that needed to be addressed, with increased Culturally and Linguistically Diverse (CALD) residents, older persons, single person families and grandparents as carers for grandchildren. This would impact on the variety of the collection provided to include changes in CALD (including emerging communities such as Chinese, South African and European) and more programs for older people and young children. The development of Private School libraries was also signified as a trend, with the need for school aged children to access public libraries perceived to be decreasing.

Throughout the consultation, participants were invited to nominate areas that they thought the Woollahra Library and Information Services could improve upon. Predictably, ‘space’ was identified as the key issue of concern, particularly at the Double Bay Library. Providing increased space such as meeting rooms, training rooms, study areas, social spaces and designated space for events were commonly highlighted throughout the consultations. However, many respondents were interested in conservation of the Double Bay Library as it is a heritage building. Overall, community members have an ‘attachment’ to the Double Bay Library and felt that the existing space should be

retained. There was certainly widespread agreement that the existing library could be improved. Suggestions included creating more space for activities (reading newspapers/magazines), creating more space for computers and more programs for young children and older persons, particularly with an emphasis on 'learning'. Many participants noted that adequate space and room for expansion is fundamental to effective service delivery.

Physical access, particularly parking and access to public transport, was acknowledged as a barrier in the effective delivery of library services. Suggestions such as increasing parking opportunities, being close to public transport and locating libraries in or close to local shopping centres were suggested to improve library access issues. Strategic locations central to population and retail were seen as critical.

The opening hours were considered by most participants to be reasonable allowing a good range of access although it was noted that working people would probably access the Double bay branch because of the 8pm closing each weekday and the Sunday opening. Young people suggested that a later Sunday closing time would be beneficial, as Saturdays tend to be very busy with sporting and some part-time work commitments, while Sunday is the day most likely to be used for study and use by families. Opening hours were perceived by some as in need of review, with seasonal variations suggested, as well as earlier starts.

Storytime sessions were certainly appreciated by families with children, particularly in relation to the access to a network for parents and carers. Importantly, many participants believed these sessions exposed children to literature at an early age and encouraged children to read and appreciate books. The *"Writers and Readers"* program was also considered to be a great success. However, participants suggested that this program should expand to include day-time presentations as well.

Partnerships were identified by participants through various consultation mechanisms. There was substantial support for the strategic networking and partnering with the Holdsworth Street Community Centre to carry out joint library based projects (e.g. seminars) as well as actively participate in promotion of library services. Participants with families and children also supported strategic alliances and partnerships with playgroups, in particular playgroups operating out of Holdsworth Street Community Centre.

Further, service providers supported the partnering with outreach services targeted at young people to introduce disadvantaged youth to the benefits of the library. Most participants supported the partnering with educational institutions such as schools to promote the exchange of relevant information and resources between educational institutions based in the Woollahra LGA. In addition, participants suggested that the library allocate some space for young art students to exhibit their work. In particular, it was seen that the library needed to expand its creative base by interacting more effectively with museums and cultural bodies. Library staff also expressed a desire for partnering with community transport that would enable them to collect people and take them to the library, particularly at specified quiet times.

The need for improved planning for events and programs for the year ahead was highlighted. Increased outreach to pre-schools and various groups, and sufficient space for events was identified as essential.

There were a number of strategies recommended in attracting non-users. Firstly, creating convenience was identified as extremely important. This included ensuring sufficient space, parking, location, access, and improving and updating the collection of books and services offered. Developing the library as an 'experience' was seen as a critical factor in attracting non-users. Incorporating facilities such as a coffee shop, greater space for personal study and improving the physical access elements to create a dynamic, stimulating environment were noted. Promotion of the services provided such as the housebound service, activities for all ages, and generally what is happening in the library were seen as critical success factors.

Table of Contents

EXECUTIVE SUMMARY	I
1. SURVEY FINDINGS	11
1.1 SURVEY METHODOLOGY	11
1.1.1 <i>SAMPLE SIZE</i>	11
1.1.2 <i>TELEPHONE NUMBERS</i>	11
1.1.3 <i>STANDARD ERRORS</i>	12
1.1.4 <i>TABLE NUMBERING</i>	12
1.2 DEMOGRAPHIC PROFILE OF SURVEY RESPONDENTS	13
1.2.1 <i>SUBURB</i>	13
1.2.2 <i>AGE 14</i>	
1.3 COMMUNITY AND CULTURAL ACTIVITIES.....	14
1.4 INFORMAL AND FORMAL LEARNING OPPORTUNITIES.....	16
1.4.1 <i>OTHER COMMUNITY ACTIVITIES & PROGRAMS</i>	18
1.4.2 <i>MEETING & SOCIAL FACILITIES</i>	19
1.5 LIBRARY USERS	19
1.5.1 <i>USAGE OF PUBLIC LIBRARIES</i>	19
1.5.2 <i>USAGE OF WOOLLAHRA COUNCIL LIBRARIES</i>	19
1.5.3 <i>WHICH LIBRARY IN WOOLLAHRA DO YOU USE MOST FREQUENTLY?</i>	20
1.5.4 <i>FREQUENCY OF USING WOOLLAHRA LIBRARY SERVICE</i>	20
1.5.5 <i>SATISFACTION WITH WOOLLAHRA LIBRARY SERVICES</i>	20
1.5.6 <i>THINGS THAT YOU TELL YOUR FRIENDS ABOUT THE LIBRARY</i>	22
1.6 LIBRARIES USED OUTSIDE WOOLLAHRA LGA	23
1.6.1 <i>OTHER LIBRARIES USED</i>	23
1.7 LIBRARY NON USERS	24
1.7.1 <i>REASONS FOR NOT USING A WOOLLAHRA PUBLIC LIBRARY</i>	24
1.7.2 <i>FACILITIES/SERVICES THAT WOULD ENCOURAGE USAGE OF THE WOOLLAHRA LIBRARY</i>	25
1.8 USERS AND NON USERS	26
1.8.1 <i>MAIN REASONS FOR PUBLIC LIBRARY USAGE</i>	26
1.8.2 <i>ACCESSING SERVICES VIA INTERNET</i>	27
1.8.3 <i>LOCALITY FACTORS FOR NEW LIBRARY IN WOOLLAHRA</i>	27
1.8.4 <i>IMPORTANCE OF FUTURE ACCESS TO LEARNING OPPORTUNITIES</i>	28
1.8.5 <i>MOST CONVENIENT/PREFERRED TIMES TO ACCESS A LIBRARY</i>	28
1.8.6 <i>CURRENT CHALLENGES/BARRIERS IN ACCESSING LIBRARY SERVICES</i>	29
2. CONSULTATION FINDINGS	30
2.1 KEY FINDINGS	30
2.1.1 <i>VALUE OF THE LIBRARY AND OTHER CULTURAL FACILITIES AND ACTIVITIES</i>	30
2.1.2 <i>KEY AREAS OF SATISFACTION</i>	30
2.1.3 <i>FUTURE NEEDS</i>	30
2.1.4 <i>ACCESS</i>	30
2.1.4.1 <i>Hours</i>	30
2.1.4.2 <i>Physical</i>	31
2.1.4.3 <i>Virtual Access</i>	31
2.1.5 <i>RESOURCES, SERVICES AND PROGRAMS</i>	31
2.1.5.1 <i>Resources</i>	31
2.1.5.2 <i>Services</i>	31
2.1.5.3 <i>Programs and activities</i>	32
2.1.6 <i>OPPORTUNITIES FOR PARTNERSHIPS</i>	32
2.1.7 <i>PROMOTIONAL OPPORTUNITIES</i>	32
2.2 SENIORS	32
2.2.1 <i>VALUE AND ROLE OF CULTURAL FACILITIES IN THE COMMUNITY</i>	32
2.2.2 <i>CURRENT NEEDS</i>	32
2.2.3 <i>FUTURE NEEDS</i>	32
2.2.4 <i>HOURS</i>	32
2.2.5 <i>PHYSICAL ACCESS</i>	33
2.2.6 <i>VIRTUAL ACCESS</i>	33
2.2.7 <i>RESOURCES</i>	33
2.2.8 <i>SERVICES</i>	33
2.2.9 <i>PROGRAMS AND ACTIVITIES</i>	33

	2.2.10 PARTNERSHIPS.....	33
	2.2.11 PROMOTION.....	33
	2.2.12 STRATEGIES FOR NON-USERS.....	33
	2.2.13 BEST THINGS.....	33
	2.2.14 THINGS TO IMPROVE.....	33
2.3	LIBRARY PLAYGROUP.....	34
	2.3.1 VALUE AND ROLE OF CULTURAL FACILITIES IN THE COMMUNITY.....	34
	2.3.2 CURRENT NEEDS.....	34
	2.3.3 FUTURE NEEDS.....	34
	2.3.4 HOURS.....	34
	2.3.5 PHYSICAL ACCESS.....	34
	2.3.6 VIRTUAL ACCESS.....	35
	2.3.7 RESOURCES.....	35
	2.3.8 SERVICES.....	35
	2.3.9 PROGRAMS AND ACTIVITIES.....	36
	2.3.10 PARTNERSHIPS.....	36
	2.3.11 PROMOTION.....	36
	2.3.12 STRATEGIES FOR NON-USERS.....	36
	2.3.13 BEST THINGS.....	36
	2.3.14 THINGS TO IMPROVE.....	37
2.4	HOLDSWORTH STREET COMMUNITY CENTRE - PLAYGROUP.....	37
	2.4.1 VALUE AND ROLE OF CULTURAL FACILITIES IN THE COMMUNITY.....	37
	2.4.2 CURRENT NEEDS.....	37
	2.4.3 FUTURE NEEDS.....	37
	2.4.4 HOURS.....	37
	2.4.5 PHYSICAL ACCESS.....	37
	2.4.6 VIRTUAL ACCESS.....	38
	2.4.7 RESOURCES.....	38
	2.4.8 SERVICES.....	38
	2.4.9 PROGRAMS AND ACTIVITIES.....	38
	2.4.10 PARTNERSHIPS.....	38
	2.4.11 PROMOTION.....	38
	2.4.12 STRATEGIES FOR NON-USERS.....	39
	2.4.13 BEST THINGS.....	39
	2.4.14 THINGS TO IMPROVE.....	39
2.5	SERVICE PROVIDERS.....	39
	2.5.1 VALUE AND ROLE OF CULTURAL FACILITIES IN THE COMMUNITY.....	39
	2.5.2 CURRENT NEEDS.....	39
	2.5.3 FUTURE NEEDS.....	40
	2.5.4 HOURS.....	40
	2.5.5 PHYSICAL ACCESS.....	40
	2.5.6 VIRTUAL ACCESS.....	40
	2.5.7 RESOURCES.....	40
	2.5.8 SERVICES.....	40
	2.5.9 PROGRAMS AND ACTIVITIES.....	40
	2.5.10 PARTNERSHIPS.....	41
	2.5.11 PROMOTION.....	41
	2.5.12 STRATEGIES FOR NON-USERS.....	41
	2.5.13 BEST THINGS.....	41
	2.5.14 THINGS TO IMPROVE.....	41
2.6	WOOLLAHRA COUNCIL ACCESS COMMITTEE.....	41
	2.6.1 VALUE AND ROLE OF CULTURAL FACILITIES IN THE COMMUNITY.....	41
	2.6.2 CURRENT NEEDS.....	42
	2.6.3 FUTURE NEEDS.....	42
	2.6.4 HOURS.....	42
	2.6.5 PHYSICAL ACCESS.....	42
	2.6.6 VIRTUAL ACCESS.....	42
	2.6.7 RESOURCES.....	42
	2.6.8 SERVICES.....	42
	2.6.9 PROGRAMS AND ACTIVITIES.....	42
	2.6.10 PROMOTION.....	42
	2.6.11 STRATEGIES FOR NON-USERS.....	43
	2.6.12 BEST THINGS.....	43

	2.6.13 THINGS TO IMPROVE	43
2.7	HOLDSWORTH STREET COMMUNITY CENTRE STAFF	43
	2.7.1 VALUE AND ROLE OF CULTURAL FACILITIES IN THE COMMUNITY	43
	2.7.2 CURRENT NEEDS	43
	2.7.3 FUTURE NEEDS	44
	2.7.4 HOURS	44
	2.7.5 PHYSICAL ACCESS	44
	2.7.6 VIRTUAL ACCESS	44
	2.7.7 RESOURCES	44
	2.7.8 SERVICES	44
	2.7.9 PROGRAMS AND ACTIVITIES	44
	2.7.10 PARTNERSHIPS	45
	2.7.11 PROMOTION	45
	2.7.12 STRATEGIES FOR NON-USERS	45
	2.7.13 BEST THINGS	45
	2.7.14 THINGS TO IMPROVE	45
2.8	SCHOOL LIBRARIANS	46
	2.8.1 VALUE AND ROLE OF CULTURAL FACILITIES IN THE COMMUNITY	46
	2.8.2 CURRENT NEEDS	46
	2.8.3 FUTURE NEEDS	46
	2.8.4 HOURS	46
	2.8.5 PHYSICAL ACCESS	46
	2.8.6 VIRTUAL ACCESS	46
	2.8.7 RESOURCES	46
	2.8.8 PROGRAMS AND ACTIVITIES	47
	2.8.9 PARTNERSHIPS	47
	2.8.10 PROMOTION	47
	2.8.11 STRATEGIES FOR NON-USERS	47
	2.8.12 BEST THINGS	47
	2.8.13 THINGS TO IMPROVE	47
2.9	PROGRESS ASSOCIATIONS	48
	2.9.1 VALUE AND ROLE OF CULTURAL FACILITIES IN THE COMMUNITY	48
	2.9.2 CURRENT NEEDS	48
	2.9.3 FUTURE NEEDS	48
	2.9.4 HOURS	48
	2.9.5 PHYSICAL ACCESS	48
	2.9.6 VIRTUAL ACCESS	48
	2.9.7 RESOURCES	48
	2.9.8 PROGRAMS AND ACTIVITIES	49
	2.9.9 PARTNERSHIPS	49
	2.9.10 PROMOTION	49
	2.9.11 STRATEGIES FOR NON-USERS	49
	2.9.12 BEST THINGS	49
	2.9.13 THINGS TO IMPROVE	49
2.10	SECONDARY SCHOOL STUDENTS	49
	2.10.1 VALUE AND ROLE OF CULTURAL FACILITIES IN THE COMMUNITY	49
	2.10.2 CURRENT NEEDS	50
	2.10.3 FUTURE NEEDS	50
	2.10.4 HOURS	50
	2.10.5 PHYSICAL ACCESS	50
	2.10.6 VIRTUAL ACCESS	50
	2.10.7 RESOURCES	50
	2.10.8 SERVICES	51
	2.10.9 PROGRAMS AND ACTIVITIES	51
	2.10.10 PARTNERSHIPS	51
	2.10.11 PROMOTION	51
	2.10.12 STRATEGIES FOR NON-USERS	51
	2.10.13 BEST THINGS	52
	2.10.14 THINGS TO IMPROVE	52
2.11	YOUTH COMMITTEE	52
	2.11.1 VALUE AND ROLE OF CULTURAL FACILITIES IN THE COMMUNITY	52
	2.11.2 CURRENT NEEDS	52
	2.11.3 HOURS	52

2.11.4	PHYSICAL ACCESS.....	52
2.11.5	VIRTUAL ACCESS.....	52
2.11.6	RESOURCES.....	53
2.11.7	SERVICES.....	53
2.11.8	THE PROGRAMS AND ACTIVITIES.....	53
2.11.9	PARTNERSHIPS.....	53
2.11.10	PROMOTION.....	53
2.12	GENERAL RESIDENTS.....	53
2.12.1	VALUE AND ROLE OF CULTURAL FACILITIES IN THE COMMUNITY.....	53
2.12.2	CURRENT NEEDS.....	54
2.12.3	FUTURE NEEDS.....	54
2.12.4	ACCESS.....	54
2.12.5	PHYSICAL ACCESS.....	54
2.12.6	VIRTUAL ACCESS.....	55
2.12.7	RESOURCES.....	55
2.12.8	SERVICES.....	55
2.12.9	PROGRAMS AND ACTIVITIES.....	56
2.12.10	PARTNERSHIPS.....	56
2.12.11	PROMOTION.....	56
2.12.12	STRATEGIES FOR NON-USERS.....	56
2.12.13	BEST THINGS.....	56
2.12.14	THINGS TO IMPROVE.....	56
2.13	FRIENDS OF THE LIBRARY, BOOK CLUBS REPRESENTATIVE AND HISTORICAL SOCIETY.....	57
2.13.1	VALUE AND ROLE OF CULTURAL FACILITIES IN THE COMMUNITY.....	57
2.13.2	CURRENT NEEDS.....	57
2.13.3	HOURS.....	57
2.13.4	PHYSICAL ACCESS.....	57
2.13.5	VIRTUAL ACCESS.....	58
2.13.6	RESOURCES.....	58
2.13.7	SERVICES.....	58
2.13.8	PROGRAMS AND ACTIVITIES.....	58
2.13.9	PARTNERSHIPS.....	58
2.13.10	PROMOTION.....	58
2.13.11	STRATEGIES FOR NON-USERS.....	58
2.13.12	BEST THINGS.....	58
2.13.13	THINGS TO IMPROVE.....	59
2.14	STAFF CONSULTATION 1.....	59
2.14.1	ROLE / PURPOSE OF LIBRARY.....	59
2.14.2	TRENDS.....	59
2.14.3	CONSTRAINTS.....	59
2.14.4	NEW / EXPANDED ROLES.....	60
2.14.5	WHAT WE COULD DO BETTER.....	60
2.14.6	WE DO WELL.....	60
2.14.7	CRITERIA FOR LOCATION.....	61
2.14.8	IDEAL LIBRARY.....	61
2.14.9	VIRTUAL.....	61
2.15	STAFF CONSULTATION 2.....	62
2.15.1	TRENDS.....	62
2.15.2	ROLE / PURPOSE / VALUE.....	62
2.15.3	WE DO WELL.....	63
2.15.4	WE NEED TO IMPROVE.....	63
2.15.5	IDEAL LIBRARY.....	63
2.15.6	CRITERIA FOR LOCATION.....	64
2.15.7	LOCAL HISTORY.....	64
2.15.8	PROGRAMS / EVENTS / OUTREACH.....	64
2.15.9	MARKETING.....	64
2.15.10	OTHER ROLES / ALTERNATIVE WAYS OF DOING THINGS.....	64
2.15.11	ACCESS.....	64
2.15.12	PHYSICAL ACCESS.....	65
2.15.13	CIRCULATION.....	65
2.15.14	COLLECTION MANAGEMENT.....	65
2.15.15	REFERENCE / INFORMATION.....	65
2.16	STAFF CONSULTATION 3.....	65

2.16.1	PROGRAMMING	65
2.16.2	SOCIAL SPACES	66
2.16.3	TECHNOLOGY	66
2.16.4	ACCESS - SERVICE DELIVERY	66
2.16.5	MARKETING	66
2.16.6	SERVICE DELIVERY	66
2.16.7	ACCOMMODATION	66
2.16.8	HERITAGE / HISTORY	66
2.16.9	NEEDS ANALYSIS	66
2.16.10	PARTNERSHIPS	67
2.16.11	SERVICE SUPPORT	67
2.16.12	COLLECTION	67
2.16.13	STRATEGIES	67
2.16.14	SUPPORT	68
2.16.15	COMMUNITY ENGAGEMENT AND SOCIAL SPACES	68
2.16.16	LIFELONG LEARNING	68
2.16.17	ACCOMMODATION	69
2.16.18	PARTNERSHIPS	69
2.16.19	SERVICE DELIVERY AND SUPPORT	70
2.16.20	SERVICE DELIVERY AND SUPPORT	70
2.16.21	KEY AREAS	70
2.16.22	COMMUNITY AND CULTURAL ENGAGEMENT	71
2.16.23	LIFELONG LEARNING	71
2.16.24	ACCOMMODATION AND ACCESS	71
2.16.25	ACCOMMODATION	71
2.16.26	COLLECTIONS	71
2.16.27	MARKETING	72
2.16.28	TECHNOLOGY AND VIRTUAL LIBRARY	72
2.16.29	LOCAL HISTORY	72
2.16.30	SPACE	72
2.17	COUNCIL MANAGERS	72
2.17.1	ROLE / PURPOSE	72
2.17.2	TRENDS	72
2.17.3	NEW / EXPANDED ROLES	73
2.17.4	LOCAL HISTORY	73
2.17.5	SUGGESTIONS	73
2.17.6	PARTNERSHIPS	73
2.17.7	IDEAL LIBRARY	73
2.17.8	OPPORTUNITIES	74
2.18	GENERAL MANAGER AND DIRECTORS GROUP	74
2.18.1	ROLE / VALUE / PURPOSE	74
2.18.2	TRENDS	75
2.18.3	NEW ROLES	75
2.18.4	OPPORTUNITIES	75
3.	APPENDIX A: CROSS TABULATIONS	76
3.1	SATISFACTION WITH LIBRARY SERVICES	76
4.	APPENDIX B: VERBATIM RESPONSES	77
4.1	LIBRARY USERS	78
4.2	OTHER LIBRARY USAGE	85
4.3	NON USERS	86
4.4	ALL RESPONDENTS (USERS AND NON USERS)	87
5.	APPENDIX C: SURVEY FORM	91
6.	APPENDIX D: DEFINITION OF WEIGHTED AVERAGE	97
7.	APPENDIX E: STAFF PROCESS IMPROVEMENT SURVEYS	98

1. Survey Findings

This section is a summary of market research conducted by AECgroup for Woollahra Municipal Council who have engaged the AECgroup to develop the *Woollahra Library and Information Services Strategy*. The project is designed to critically examine current library services, establish a best practice library service delivery model and develop strategies for future library services and their implementation.

There are four (4) Council libraries in Woollahra Library network, these being:

- Double Bay Central Library;
- Paddington Library;
- Watsons Bay Library; and
- Local History Centre.

Residents within Woollahra LGA were surveyed on a variety of factors, including:

- Relative importance and level of use of cultural and community activities;
- Relative importance and level of use of learning opportunities;
- Satisfaction with existing services;
- Usage patterns;
- Other library usage;
- Key areas of improvement;
- Determine who is not using the library and why;
- Identify what services would residents access via the Internet;
- Criteria for site selection;
- Importance of future access to learning opportunities;
- Current challenges/barriers in accessing library services; and
- Preferred opening hours.

Cross tabulation data has been included in *Appendix A (Section 3)* while definition of a weighted average can be located in *Appendix D (Section 6)* of this document.

1.1 Survey Methodology

1.1.1 Sample Size

In order to gather feedback on library usage and preferences within the Woollahra LGA, a total of 400 telephone surveys were completed with the following breakdowns:

- 201 library users; and
- 199 library non-users.

A **library user** is defined as someone who uses a Woollahra Council library. A **non-user** is defined as someone who does not use a Woollahra Council library.

The survey was conducted between May and June 2007.

Survey results were processed using software including *Microsoft Access* and *SPSS*.

1.1.2 Telephone Numbers

Telephone numbers were sourced from the DSA DataWizard. The DSA DataWizard is a database of Australian names, addresses and telephone numbers for marketing purposes. The database is up to date and privacy compliant as all data is checked against the ADMA² "Do Not Contact" service each month. Telephone records were sourced from the residential database and searched according to suburb/postcode.

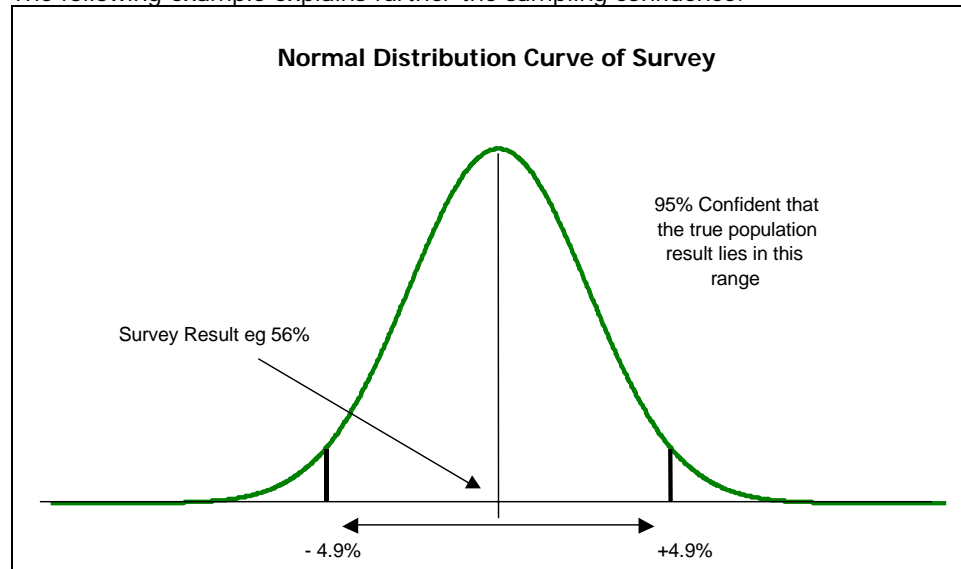
² [Australian Direct Marketing Association](#)

1.1.3 Standard Errors

The diagram below details the sampling precision and confidence that a survey of 400 residents allows. In summary, the sample size allows us to conclude with 95% confidence that the true population mean³ is within +/- 4.9% of the survey result. The confidence interval improves considerably when the results of both users and non-users are compared.

In regard to the cross tabulations, it must be recognised that cross tabulations (example, by age and suburb) in the following analysis are subject to a higher standard error i.e. the 95% confidence interval for the population mean widens considerably.

The following example explains further the sampling confidence.



For example, for a survey response of 56%, based on the survey of 400 persons, we can be 95% confident that if we had asked the entire population, between 51.1% (i.e. - 4.9%) and 60.9% (i.e. +4.9%) would have picked "Yes".

1.1.4 Table Numbering

Please note – in reviewing the tables to follow, tables are numbered firstly according to the corresponding question number in the survey instrument.

For example – Tables referring to Question 7 will be identified by one (1) or two (2) numbers.

- The first number signifies the Question; and
- The second number signifies the Table version (i.e. A multi-variate cross-tabulation by demographic variable).

Therefore, Question 7 will be found in Table 7. Question 7, cross-tabulated with a demographic variable, would be Table 7.1, or Table 7.2 (etc).

For those tables located in an Appendix, an additional qualifier of the 'Appendix' will be included in the text describing the Table.

A copy of the questionnaire has been included in **Appendix C (section 5)** of this document.

³ Based on a population of 50,160 residents in the City of Woollahra (based on ABS 2006 Census)

1.2 Demographic Profile of Survey Respondents

The tables below detail the survey stratification for the two main market research parameters (age, suburb and gender distribution) along with comparisons to 2006 Census averages. The proportion of surveys actually collected is directly comparable to the proportion of persons in the region, indicating a representative sample.

1.2.1 Suburb

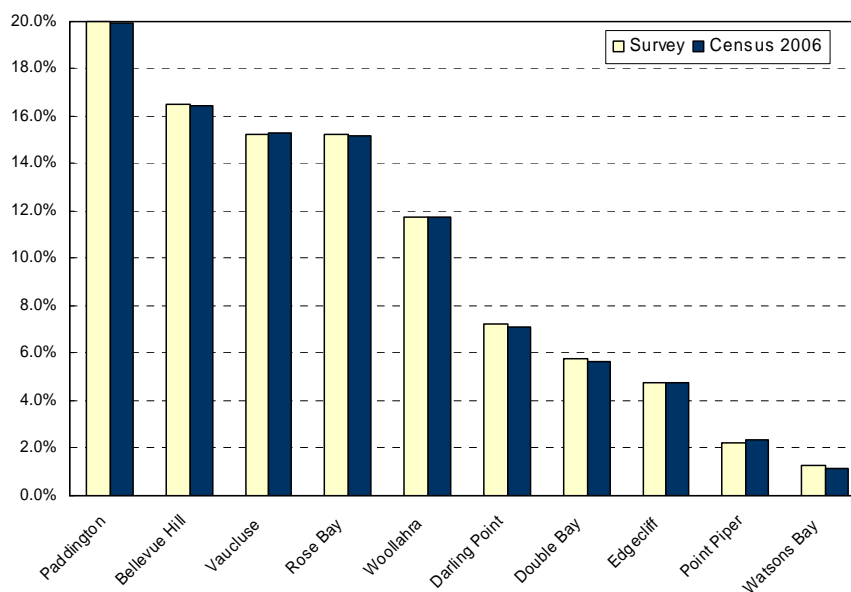
Residents from the suburbs within Woollahra LGA were surveyed, to determine library usage trends for each suburb. The largest proportion of participants resided in Paddington (20.0%), followed by Bellevue Hill (16.5%) and Vaucluse and Rose Bay (15.3% each respectively) (see **Figure 1**, **Table 1a** below).

Table 1: Suburb Distribution

Suburb Distribution	Library Non-Users	Library Users	Total Survey	Census Distribution
Paddington	13.6%	26.4%	20.0%	20.0%
Bellevue Hill	19.6%	13.4%	16.5%	16.5%
Vaucluse	16.6%	13.9%	15.3%	15.3%
Rose Bay	18.1%	12.4%	15.3%	15.2%
Woollahra	12.1%	11.4%	11.8%	11.8%
Darling Point	8.5%	6.0%	7.3%	7.1%
Double Bay	5.0%	6.5%	5.8%	5.6%
Edgecliff	5.0%	4.5%	4.8%	4.8%
Point Piper	1.0%	3.5%	2.3%	2.3%
Watsons Bay	0.5%	2.0%	1.3%	1.1%
Total	100.0%	100.0%	100.0%	100.0%

Source: ABS 2006, AECgroup

Figure 1a: Suburb Distribution



Source: ABS 2006, AECgroup

1.2.2 Age

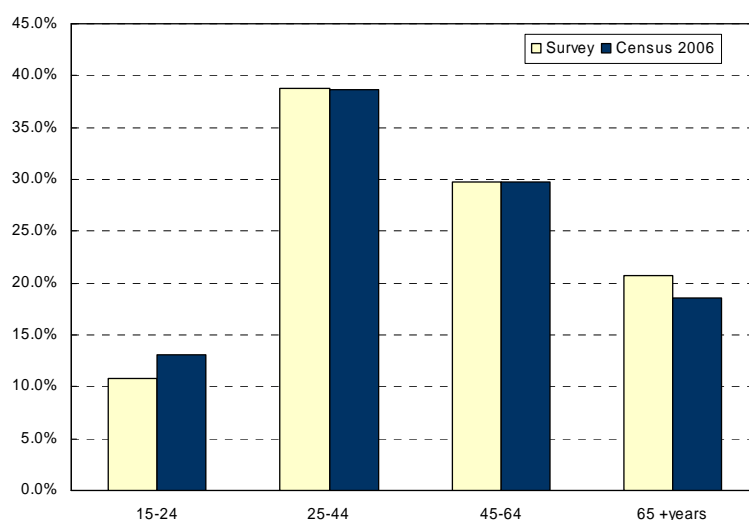
In line with 2006 Census averages, the largest proportion of survey respondents were aged 45-64 years (38.8%), followed by 25-44 years (29.8%) and 65 years and over (20.8%) (see **Table 18**, **Figure 18a** below).

Table 18: Age Group

Age Group	Library Non-Users	Library Users	Total Survey	Census Distribution
15-24 years	10.6%	10.9%	10.8%	13.1%
25-44 years	40.2%	37.3%	38.8%	38.6%
45-64 years	28.1%	31.3%	29.8%	29.8%
65 + years	21.1%	20.4%	20.8%	18.5%
Total	100.0%	100.0%	100.0%	100.0%

Source: ABS 2006, AECgroup

Table 18a: Age Distribution



Source: ABS 2006, AECgroup

1.3 Community and Cultural Activities

This section of the report analyses the relative importance of cultural and community activities and learning opportunities.

Overall, approximately 71% of survey respondents rated *access to community and cultural activities and programs* as 'important' or 'very important' (see **Table 1a**). The weighted average score for this question was 3.92 indicating that respondents were tending more towards 'very important'.

Table 1a: Importance of access to community and cultural activities and programs

Response	Prop. (%) *
Not at all important	3.0%
Low Importance	9.8%
Average	16.0%
Important	34.8%
Very Important	36.3%
Total	100.0%
W/ A	3.92

Source: AECgroup

Respondents were asked to rate the importance of access to a range of community and cultural activities and programs (see **Table 1b**). The activities and programs achieving the highest weighted average scores included:

- Children's cultural events (w/a of 3.66);
- Storytime Programs (w/a of 3.49);
- Open air concerts / activities (w/a of 3.47);
- Informational talks / discussions (w/a of 3.45); and
- Multicultural celebrations (w/a of 3.36).

Table 1b: Importance of access to the following community and cultural activities and programs:

Response	No resp (%)	Not all imp (%)	Low Imp (%)	Aver (%)	Imp (%)	V Imp (%)	Total (%)	W/A
Children's cultural events	2.5	9.0	8.8	18.3	32.1	29.3	100.0	3.66
Storytime Programs	2.5	10.8	11.3	21.2	28.0	26.2	100.0	3.49
Open air concerts / activities	1.0	8.0	12.5	24.1	33.8	20.6	100.0	3.47
Informational talks / discussions	2.0	5.5	14.0	29.0	29.5	20.0	100.0	3.45
Multicultural celebrations	1.0	9.8	12.8	28.1	28.3	20.1	100.0	3.36
Author talks	1.3	6.5	16.0	30.6	27.3	18.3	100.0	3.35
Touring exhibitions	1.8	7.3	16.3	27.1	32.9	14.6	100.0	3.32
Street Festivals & Fairs	0.5	7.0	19.8	29.8	24.0	19.0	100.0	3.28
Celebration of ATSI heritage	1.8	11.5	15.5	27.3	23.8	20.1	100.0	3.26
Writers skills development	1.6	12.4	18.6	28.4	23.0	16.0	100.0	3.12

Source: AECgroup

Participants were further asked how likely they would be to use or access cultural and community activities and programs if they were provided by Council (see **Table 1c**). The programs and activities achieving the highest weighted average scores included:

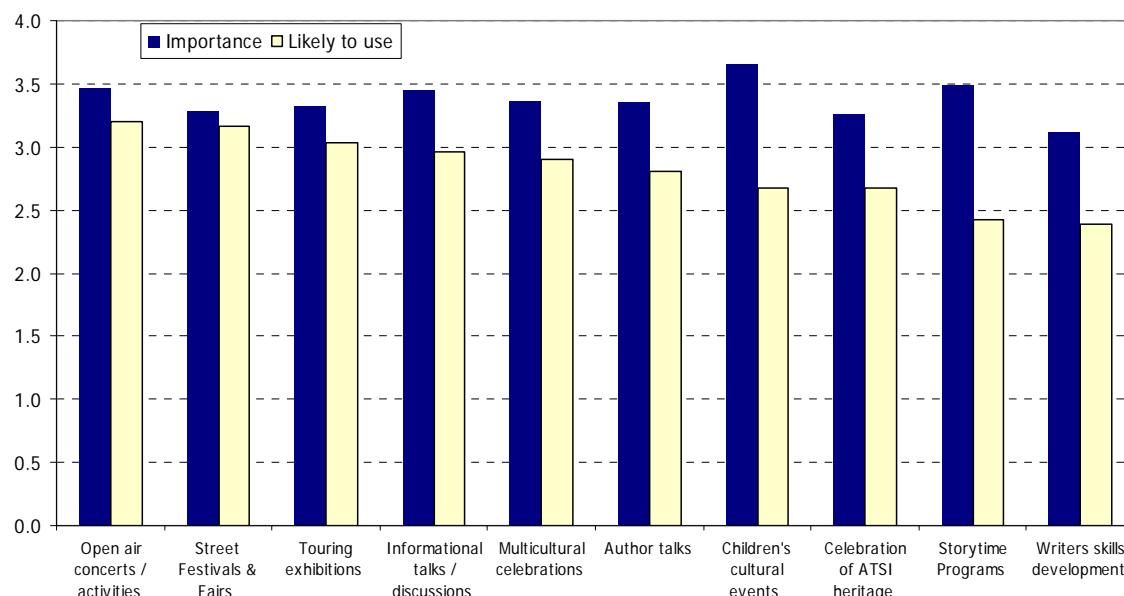
- Open air concerts / activities (w/a of 3.20);
- Street Festivals & Fairs (w/a of 3.16);
- Touring exhibitions (w/a of 3.03);
- Informational talks / discussions (w/a of 2.96); and
- Multicultural celebrations (w/a of 2.90).

Table 1c: Relative use of the following community and cultural activities and programs:

Response	No resp (%)	Not at all (%)	Low (%)	Aver (%)	Like (%)	V Like (%)	Total (%)	W/A
Open air concerts / activities	1.8	16.0	10.2	27.2	28.2	16.8	100.0	3.20
Street Festivals & Fairs	1.5	16.8	12.9	25.6	23.9	19.3	100.0	3.16
Touring exhibitions	2.0	14.2	16.0	31.2	25.4	11.2	100.0	3.03
Informational talks / discussions	1.5	16.3	16.8	31.4	21.9	12.0	100.0	2.96
Multicultural celebrations	1.8	19.1	18.3	26.7	21.9	12.2	100.0	2.90
Author talks	1.8	21.5	15.9	30.3	21.0	9.5	100.0	2.81
Children's cultural events	4.8	32.3	15.8	14.0	16.3	16.8	100.0	2.68
Celebration of ATSI heritage	2.6	23.5	21.2	25.1	18.7	9.0	100.0	2.67
Storytime Programs	5.7	37.4	16.2	15.5	13.4	11.9	100.0	2.43
Writers skills development	2.3	33.4	21.8	22.0	12.4	8.0	100.0	2.38

Source: AECgroup

Figure 1c.1: Relative importance and actual use of community and cultural services



Source: AECgroup

- Analysis of the level of importance and level of use with specific services shows that 'open air concerts/activities' was seen as the third ranked important service (w/a of 3.47) and recorded the highest perceived level of use (w/a of 3.20) (see **Figure 1c.1**).
- 'Children's cultural events' recorded the highest ranked importance (w/a of 3.66) but relatively lower levels of perceived use (w/a of 2.68)
- With the exception of 'children's cultural events', all other services identified are regarded as 'average' to 'midway important'.
- 'Writers skills development' recorded the lowest level of importance (w/a of 3.12) and the lowest perceived use if it was provided by Council (w/a of 2.38).
- By comparison, 'street festivals and fairs' was ranked second in terms of likelihood of usage but recorded comparatively lower importance rating (w/a of 3.28).
- 'Storytime programs' was considered to be the second ranked important service (w/a of 3.49) but recorded the second lowest perceived level of use (w/a of 2.43).

1.4 Informal and formal learning opportunities

Respondents were asked to nominate learning opportunities of importance for all ages. The closer the weighted average is to five, the more important the learning opportunity.

The learning opportunities achieving the highest weighted average scores included (see **Table 2a**):

- Access to information regarding our community and heritage (w/a of 3.64);
- Online resources (not tutorials) (w/a of 3.63);
- Computer courses (w/a of 3.61);
- Internet courses (w/a of 3.59); and
- Access to informal learning opportunities (w/a of 3.56).

Table 2a: Importance of access to the following learning opportunities:

Response	No resp (%)	Not all imp (%)	Low Imp (%)	Aver (%)	Imp (%)	V Imp (%)	Total (%)	W/A
Access to info re- our community & heritage	0.5	7.4	7.9	24.6	32.8	26.7	100.0	3.64
Online resources (not tutorials)	3.9	9.5	8.0	18.8	32.1	27.8	100.0	3.63
Computer courses	1.3	9.4	8.1	21.3	33.0	26.9	100.0	3.61
Internet courses	1.3	9.8	8.6	20.7	33.1	26.5	100.0	3.59
Access to informal learning opportunities	3.1	6.9	8.5	28.0	30.6	22.9	100.0	3.56
Careers advice	2.8	16.5	8.6	17.8	28.4	25.9	100.0	3.40
Informational talks / discussions	2.0	7.4	10.0	32.2	33.0	15.3	100.0	3.40
Access to individual study areas	2.0	12.2	13.5	19.4	31.9	20.9	100.0	3.36
Parenting courses	3.8	16.1	10.2	17.6	27.8	24.5	100.0	3.36
Literacy courses	1.8	14.6	14.6	17.9	24.8	26.3	100.0	3.34
HSC lectures	4.3	18.3	10.9	17.3	24.4	24.7	100.0	3.27
Access to group study areas	2.3	14.2	12.7	22.6	30.5	17.8	100.0	3.25
Homework Help	5.8	17.5	12.2	16.7	25.8	22.0	100.0	3.24

Source: AECgroup

Participants were further asked how likely they would be to use or access formal and informal learning activities and programmes if they were provided by the Library (see **Table 2b**). The learning opportunities achieving the highest weighted average scores included:

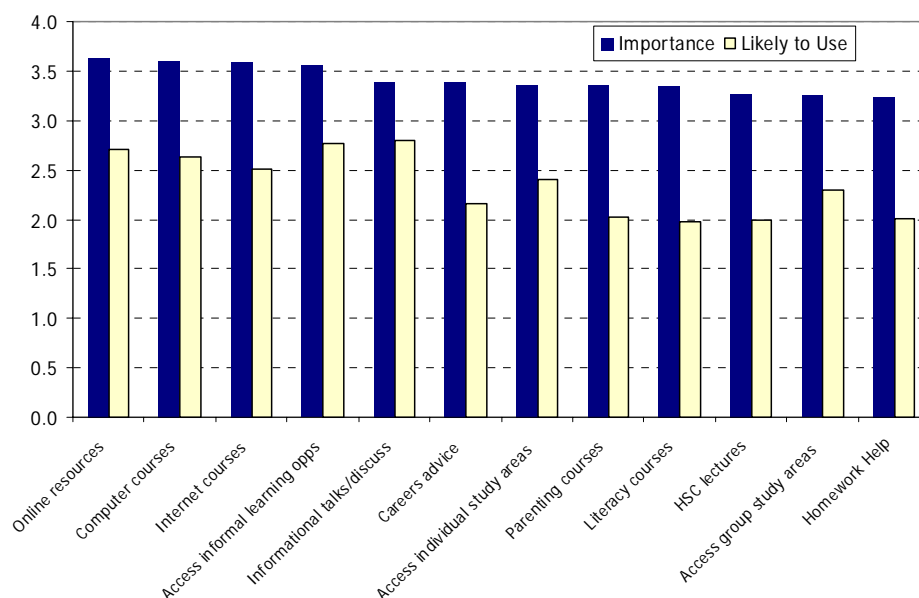
- Informational talks / discussions (w/a of 2.80);
- Access to informal learning opportunities (w/a of 2.77);
- Online resources (not tutorials) (w/a of 2.71);
- Computer courses (w/a of 2.62); and
- Internet courses (w/a of 2.50).

Table 2b: Relative use of the following learning opportunities:

Response	No resp (%)	Not at all (%)	Low (%)	Aver (%)	Like (%)	V Like (%)	Total (%)	W/A
Informational talks / discussions	3.1	22.6	15.2	29.4	18.6	11.0	100.0	2.80
Access to informal learning opportunities	3.4	24.8	13.6	26.6	22.2	9.4	100.0	2.77
Online resources (not tutorials)	4.4	34.5	9.7	16.2	19.3	15.9	100.0	2.71
Computer courses	3.6	33.6	15.0	16.3	17.1	14.5	100.0	2.62
Internet courses	4.4	37.0	14.7	16.3	14.2	13.4	100.0	2.50
Access to individual study areas	3.1	40.6	13.5	16.1	16.4	10.2	100.0	2.40
Access to group study areas	3.9	43.5	12.3	17.0	14.7	8.6	100.0	2.30
Careers advice	6.0	48.8	10.2	14.1	13.3	7.6	100.0	2.16
Parenting courses	7.6	51.6	12.3	12.0	8.4	8.1	100.0	2.02
Homework Help	8.1	54.3	9.7	9.9	8.6	9.4	100.0	2.01
HSC lectures	7.3	56.0	8.9	9.4	9.2	9.2	100.0	1.99
Literacy courses	6.0	51.3	14.6	13.5	8.3	6.3	100.0	1.98

Source: AECgroup

Figure 2a.1: Relative importance and actual use of learning opportunities



Source: AECgroup

- Analysis of the level of importance and perceived level of use with specific learning opportunities shows that ‘online resources’ and ‘computer courses’ recorded relatively high importance and relatively high-perceived levels of use if it was provided by the Library (see **Figure 2a.1**).
- By comparison, ‘Homework Help’ and ‘HSC lectures’ was seen to be of lower importance and ranked relatively low in terms of actual usage.
- All learning opportunities received a ‘low’ to ‘average’ perceived level of use rate, with ‘informational talks/discussions’ ‘access to informal learning opportunities’ the most highly rated in terms of use and ‘literacy courses’ (w/a of 1.98) the lowest rated program in terms of likelihood of usage if it was provided by the library.

1.4.1 Other Community Activities & Programs

Survey respondents were invited to nominate any community activities and programs that they would like to see provided by Council. A total of 117 responses were received for this question.

The most commonly nominated community activities and programs were (see **Table 1d – Appendix B**):

- *Arts and cultural related programs* (41.0%) such as art exhibitions/programs (11 responses or 9.4%), open-air cinemas / concerts (9 responses or 7.7%), library programs (6 responses or 5.1%), street festivals (5 responses or 1.2%) and multicultural celebrations (5 responses or 1.2%).
- *Environmental related programs* (20.5%) such as clean-up/recycling days (10 responses or 8.5%) and water/tree conservation programs (6 responses or 5.1%).
- *Elderly/seniors/pensioners activities/programs* (9.4%) such as health talks (4 responses or 3.4%) and Internet classes.
- *Sports programs* (9.4%) such as swimming awareness programs and activities; and
- *Youth /teenager activities/programs* (4.3%) such as activities to socialise/ interact with others (1.7%).

1.4.2 Meeting & Social Facilities

Respondents were asked as to how likely they would be to access the library if meeting and social facilities were provided. Over half the sample (51.1%) indicated that they would be 'likely' to 'very likely' access / use the library if such facilities were available (see **Table 3**).

The weighted average score for this question was 3.30 indicating that respondents were midway between 'average' to 'likely'.

Table 3: Likelihood of accessing library if social/meeting facilities available

Response	Prop. (%) *
No response	1.0%
Not at all	16.4%
Low	12.6%
Average	18.9%
Likely	27.0%
Very likely	24.2%
Total	100.0%
Weighted average	3.30

Source: AECgroup

1.5 Library Users

This section of the report analyses public library usage, usage of the Woollahra Council library service, frequency of usage and main services/facilities that are currently used and satisfaction levels with the Woollahra Council libraries.

Detailed tables outlining the results of this analysis can be found in **Appendix A**.

1.5.1 Usage of Public Libraries

- A total of 62.0% of survey respondents currently use a library (includes the Woollahra Council libraries and other public libraries) whilst 38.0% indicated that they do not currently access a public library (see **Table 4**).

Table 4: Usage of Public Library

Response	Prop. (%) *
Yes	62.0%
No	38.0%
Total	100.0%

Source: AECgroup

1.5.2 Usage of Woollahra Council Libraries

- Just over half the sample (50.3%) indicated they used a Woollahra library while 11.8% of respondents used 'other libraries' outside the Woollahra network (see **Table 5**);

Table 5: Do You Currently Use any of the libraries in Woollahra?

Response	Prop. (%) *
Yes	50.3%
No	11.8%
Total	62.0%

Source: AECgroup

1.5.3 Which library in Woollahra do you use most frequently?

Respondents who indicated that they used a public library within the Woollahra library services were invited to nominate their most frequently visited library branch.

- The highest proportion of respondents indicated that they used the Double Bay Central Library (65.0%) of all Council libraries in Woollahra, followed by Paddington Library (27.5%) and Watsons Bay Library (5.5%) (see **Table 6a**).
- The Local History Centre (2.0%) was the least frequented library branch in the Woollahra LGA.

Table 6a: Which Library in Woollahra do you use most frequently?

Response	Prop. (%) *
Double Bay Central Library	65.0%
Paddington Library	27.5%
Watsons Bay Library	5.5%
Local History Centre	2.0%
Total	100.0%

Source: AECgroup

1.5.4 Frequency of Using Woollahra Library Service

- The majority of Woollahra library users indicated they used a Woollahra Library on a 'monthly' basis (30.5% of respondents), followed by every 'fortnight' (22.0%) (see **Table 6b**).
- 16.0% of respondents indicated they used a Woollahra Library branch on a 'weekly' basis, while 15.0% visited a Woollahra public library once every three months;

Table 6b: How often do you use a public library?

Response	Prop. (%) *
Every month	30.5%
Every fortnight	22.0%
Every week	16.0%
Every 3 months	15.0%
More than once per week	6.0%
Every 6 months	6.0%
Less than once per year	2.5%
Every year	2.0%
Total	100.0%

Source: AECgroup

1.5.5 Satisfaction with Woollahra Library Services

To compare satisfaction levels regarding services at Woollahra Libraries, a weighted average was calculated for each of the library services, with a weighted average closer to five indicating a higher level of satisfaction with the library service.

For all users, the top five-weighted average of satisfaction for Woollahra library services is as follows (see **Table 7a**):

- Location of Library (w/a of 4.49);
- Customer service/helpfulness of staff (w/a of 4.37);
- Atmosphere & surrounds (w/a of 4.28);
- Children's collection & programs (w/a of 4.04); and
- Opening hours (w/a of 4.02).

In comparison, the least satisfied library elements relative to the library used most frequently are:

- Access to parking (w/a of 2.69);
- Physical access (w/a of 3.42);
- Access to facilities (w/a of 3.53);
- Videos, CDs, DVDs (w/a of 3.56); and
- Size of library and space available (w/a of 3.59).

In terms of satisfaction with services provided at most used Woollahra Library branch by age (see **Table 7a.1 – Appendix A**):

- Respondents aged 15 –24 years (w/a of 4.59) and 25-44 years (w/a of 4.59) are most satisfied with the ‘location of library’ at their most used branch;
- On average, satisfaction with ‘opening hours’ was highest amongst older residents (i.e. aged 45 years and over) and relatively lower at younger age groups;
- Residents aged 65 years and over are particularly satisfied with the ‘customer service/helpfulness of staff’ (w/a of 4.33) at their most regularly used Woollahra library branch;
- Respondents aged 15-24 years are least satisfied with ‘range of library cultural programs and events’ (w/a of 3.67), ‘online research resources’ (w/a of 3.77) and ‘access to library resources via catalogue/ online’ (w/a of 3.81) in comparison to other age groups;
- ‘Access to technology’ recorded relatively lower weighted average scores amongst the younger age cohorts (i.e. 15-45 years age bracket);
- On average, ‘access to parking’ achieved the lowest weighted average scores amongst all age groups, particularly for respondents aged 25-44 years (w/a of 2.48);
- On average, older aged respondents recorded relatively low satisfaction levels with ‘physical access’ in comparison to the younger age group;

Table 7a: How satisfied are you with the services provided at most used branch?

Response	NA (%)	Very Dissat (%)	Dissat (%)	Avg (%)	Satis (%)	Very Satis (%)	Total (%)	W/A
Location of Library	0.0	3.0	1.5	6.0	22.9	66.7	100.0	4.49
Customer service/helpfulness of staff	1.0	1.0	0.0	6.1	41.6	50.3	100.0	4.37
Atmosphere & surrounds	3.0	1.5	2.0	11.2	35.5	46.7	100.0	4.28
Children's collection & programs	33.2	2.1	3.1	6.7	33.2	21.8	100.0	4.04
Opening hours	3.5	0.5	5.0	17.9	41.8	31.3	100.0	4.02
Specialist collections	41.5	1.0	3.1	5.6	33.8	14.9	100.0	4.00
Magazines, newspapers, periodicals	33.7	1.0	2.6	9.7	38.8	14.3	100.0	3.95
Home Library Service	76.3	3.1	0.5	1.0	9.3	9.8	100.0	3.93
Quality of collection	2.0	0.5	3.5	24.1	43.7	26.1	100.0	3.93
Access to lib resources via cat/online	40.3	2.0	3.1	7.1	33.7	13.8	100.0	3.91
Non-fiction	13.7	1.0	5.6	14.7	46.2	18.8	100.0	3.88
Fiction inc popular titles & bestsellers	15.9	2.6	5.1	13.3	43.6	19.5	100.0	3.86
Young adult collection	49.5	2.1	1.6	8.9	27.6	10.4	100.0	3.85
Online research resources	43.0	2.1	1.0	13.0	29.0	11.9	100.0	3.84
Range of library cultural program/events	38.5	1.5	3.6	11.8	31.8	12.8	100.0	3.83
Access to technology	25.5	2.0	8.5	19.5	27.0	17.5	100.0	3.66
Size of library and space available	0.0	4.0	10.0	32.3	30.3	23.4	100.0	3.59

Response	NA (%)	Very Dissat (%)	Dissat (%)	Avg (%)	Satis (%)	Very Satis (%)	Total (%)	W/A
Videos, CDs, DVDs	32.0	2.5	6.6	18.8	30.5	9.6	100.0	3.56
Access to facilities	26.2	6.2	13.3	8.7	26.7	19.0	100.0	3.53
Physical access	30.5	8.1	9.6	10.7	27.4	13.7	100.0	3.42
Access to parking	15.0	24.0	17.0	17.5	14.0	12.5	100.0	2.69

Source: AECgroup

Respondents who rated the satisfaction of any library service as 'average' or 'below average' were invited to specify the reason for the rating. A full list of specified responses can be found in **Table 7a – Appendix B**.

- Specified responses in regards to low satisfaction with 'location' include lack of parking at the library (6.0%), difficult access related (e.g. problematic access for disabled/ elderly people) (1.5%) and the library needs to be closer to a shopping centre (0.5%) (see **Table 7a.a – Appendix B**).
- 'Size of library being too small/cramped' (23.9%) was the main reason contributing to a lower satisfaction rating for size and space provided at a Woollahra branch library (see **Table 7a.b – Appendix B**).
- 'Limited weekend openings' (10.0%) and 'inconvenient opening hours' were the most common responses for the dissatisfaction with current opening hours (see **Table 7a.c – Appendix B**).
- The key reasons for placing a low satisfaction rating on the 'collection' includes collection is limited and needs updating (12.9%) and there are not enough books/variety (10.0%) (see **Table 7a.e – Appendix B**).
- The most common factors for discontent with 'access to technology' were in regards to the numbers of computers available (10.4%) and high printing costs at the library (see **Table 7a.d – Appendix B**).
- Negative comments made in regards to 'audiovisual' include comments relating to outdated/poor/ audiovisual collection (12.4%) and the need for more recent / children's DVDs (2.0%) (see **Table 7a.i – Appendix B**).

1.5.6 Things that you tell your friends about the library

Woollahra library users were invited to provide comment as to what sorts of things they tell their friends about the library. Of the 201 respondents, 144 persons (36.0%) answered this question. As respondents were able to make more than one comment, 215 responses were received for this question.

The comments were grouped into three categories: positive, negative and other. A total of 158 'positive' responses were recorded, (78.6%), with 34 'negative' (16.9%) and 23 'other' responses (11.4%).

The most common **positive comments** 78.6%) included:

- Atmosphere and surrounds (29 responses or 14.4%);
- Location (26 responses or 12.9%);
- Customer service (17 responses or 8.5%); and
- Children's collection and programs (16 responses or 8.0%).

The key **negative comments** 16.9%) included:

- Size and space (10 responses or 5.0%);
- Access to parking (5 responses or 2.5%);
- Quality of collection (3 responses or 1.5%); and
- Access to technology (3 responses or 1.5%).

'Other' (8.8%) specified comments included the view that respondents do not discuss the library with their friends (3.5%).

A full list of participant's comments can be found in **Table 8 – Appendix B**.

1.6 Libraries Used Outside Woollahra LGA

- 35.0% of all respondents indicated they currently used other libraries apart from the Woollahra public library branches (see **Table 9a**).

Table 9a: Do you use a public library apart from Woollahra Libraries?

Response	Prop. (%) *
Yes	35.0%
No	27.0%
Total	62.0%

Note: * only Woollahra users and users of other public libraries are asked this question

Total sample = 248

Source: AECgroup

1.6.1 Other Libraries Used

Public library users who indicated they used other libraries apart from the Woollahra public library branch were invited to specify the branch location.

The most common 'other libraries' used are (see **Table 9b**):

- Waverley Library (51.4%);
- University library (24.3%);
- Other Library (17.9%);
- State Library of NSW (12.1%); and
- City of Sydney (9.3%).

Table 9b: What other libraries do you use?

Other Libraries	Non-users	Users	Total (%) *
Waverley Library	53.3%	50.5%	51.4%
University Library	33.3%	20.0%	24.3%
Other	11.1%	21.1%	17.9%
State Library	6.7%	14.7%	12.1%
City of Sydney	2.2%	12.6%	9.3%
School library	2.2%	5.3%	4.3%
TAFE library	2.2%	0.0%	0.7%
Randwick Library	0.0%	1.1%	0.7%
Marrickville Library	0.0%	1.1%	0.7%
None	0.0%	1.1%	0.7%

Note: * Multiple choice question so proportion may not sum to 100%

Total Sample = 140 respondents

Source: AECgroup

- The major 'Other' (17.9%) libraries used are the 'Redleaf Library' (1.4%), 'Stanton Library' (1.4%) and 'Work Library' (1.4%) (see **Table 9b.11 – Appendix B**).
- 'Quality of collection (40.0%), 'location' (25.7%) and 'transport and parking' (22.1%) were the most commonly cited reasons for using other libraries apart from the Woollahra Library Service (see **Table 9c**).
- 'Other' specified reasons (43.6%) for using other libraries include 'more space' (10.7%) such as more study and meeting space,' better access to Internet/databases/computers' (6.4%) and 'larger collection/more variety' (5.0%) (see **Table 9c.7 – Appendix B**).

Table 9c: Other additional services/convenience at other libraries (Q9c)

Response	Non-users	Users	Total (%) *
Other	31.1%	49.5%	43.6%
Quality of collection	35.6%	42.1%	40.0%
Location	46.7%	15.8%	25.7%
Transport and parking	17.8%	24.2%	22.1%
Academic library	24.4%	16.8%	19.3%
Quality of staff	2.2%	6.3%	5.0%
Information services	8.9%	3.2%	5.0%

Note: * Multiple choice question so proportion may not sum to 100%

Total Sample = 140 respondents

Source: AECgroup

- The most common 'Other' specified reasons for using a public library outside the Woollahra LGA include as nominated by *non-users* include other libraries providing 'better access to Internet/computers' (2.1%), 'more research facilities' (1.4%), 'more attractive/modern layout' (1.4%) and 'better children's collection/programs' (1.4%) (see **Table 9c.7 – Appendix B**).
- The main 'Other' reasons for using other libraries apart from the Woollahra libraries by *users* include other libraries providing 'more space' (11.4%), 'larger collection/more variety' (10.0%), 'better access to Internet/databases/computers' (5.0%) and 'better parking' (3.6%).

1.7 Library Non Users

This section of the report analyses the main reasons why non- users do not use a Woollahra Council Service. A total of 199 persons answered this question, comprising 152 non-users of any public library and 47 respondents who use a library other than a Woollahra Council library.

1.7.1 Reasons for Not Using a Woollahra Public Library

In terms of reasons for not using any of the Woollahra public library branches, non-users indicated the following (see **Table 10**):

- Other (55.3%);
- Access - transport/parking (11.6%);
- Quality of collection (9.5%);
- Location (7.5%); and
- Work/study elsewhere and access services there (5.5%).

Table 10: Reasons for Not Using Woollahra Public Library Branch

Response	Prop. (%) *
Other	55.3%
Access - transport/parking	11.6%
Quality of collection	9.5%
Location	7.5%
Work/study elsewhere & access	5.5%
Lack of services required	4.0%
Inconvenient opening hrs	3.5%
Other library used more convenient	3.5%
Did not know they existed	2.5%
Dislike paying fines for overdue books	1.0%
Staff not helpful	0.5%

Note: Multiple response question so proportions may not sum to 100%

Note= * Out of Sample = 199

Source: AECgroup

- The most common 'other' factors for not using any of the Woollahra public library branches were 'lack of time' (12.6%), 'buy my own books' (10.1%) and 'don't have the need' (8.5%) (see **Table 10.1 – Appendix B**).

1.7.2 Facilities/services that would encourage usage of the Woollahra Library

The top five services/facilities that would encourage a non-user to use a Woollahra Library and Information Service are:

- Convenient transport / parking options (40.2%);
- Coffee shop at the library (26.1%);
- Services (21.6%);
- Good location (21.1%);
- More social meeting spaces at the library (18.6%); and
- Better / specialist collection (18.6%).

Table 11: Facilities/services that would encourage usage of the Woollahra Library and Information Services

Response	Prop. (%) *
Convenient transport / parking options	40.2%
Coffee Shop at the library	26.1%
Services	21.6%
Internet Access	12.6%
Newspapers / Magazines	8.5%
Programs / Events	9.5%
Collections	6.5%
Information / Help Desk	4.0%
Other	5.0%
Good Location	21.1%
Proximity to home	14.1%
Proximity to work	4.5%
Proximity to school / education facility	2.5%
Proximity to shopping	2.5%
Other	5.0%
More social meeting spaces at the library	18.6%
Better / specialist collection	18.6%
Opening hour	16.1%
Access to courses and informal learning	16.1%
Study/research facilities at the library	15.6%
Attractive Layout / atmosphere	13.6%
Other	14.6%

Note: Multiple response question so proportions may not sum to 100%

Source: AECgroup

- Of the respondents that nominated *services* as a key influence in encouraging library visitations, the more commonly specified elements included Internet access (12.6%), programs / events (9.5%) and newspapers / magazines (8.5%).
- Of the non-users that nominated *good location*, a relatively high proportion of respondents nominated 'proximity to home' (14.1%) and 'proximity to work' (4.5%) as central factors that would encourage library usage.
- In terms of reasons encouraging more library usage, 'other' comments made in relation to *good location* included 'better access to parking' (3.0%) and 'if the library was located in a central area' (1.0%) (see **Table 11.1.5 – Appendix B**).
- 'Edgecliff' (0.5%) and 'proximity to coffee shops' (0.5%) was the main specified response relative to 'proximity to shopping' (see **Table 11.1.4 – Appendix B**).
- Other comments made in relation to *better/specialist collection* (18.6%) include more books in other languages and more specialised collection (e.g. medical, health, law, business) (see **Table 11.3.1 – Appendix B**).

- In terms of reasons encouraging more library usage, other comments made in relation to *services* included Home Delivery Service (1.0%) and Storytime Programs and Literacy courses (see **Table 11.4.6a – Appendix B**).
- The main 'other' (14.6%) reasons encouraging library usage are mainly in regards to advertising (e.g. better advertising to promote more awareness), larger collection, more free time and convenient/accessible parking (see **Table 11.11.1 – Appendix B**).

In terms of facilities or services that would encourage *non-users* to use a Woollahra Library and Information Service by age group (see **Table 11.1 – Appendix A**):

- Respondents aged 15-24 years would be more likely to use a Woollahra Library and Information Service if 'study or research facilities' were provided at the library (22.7%);
- 'Good location' is particularly important to non-users aged 25-44 years (24.0%) and 45-64 years (23.8%) with 'proximity to home' as the highest ranked locational criteria;
- Non-users aged 45-64 years (36.5%) and 25-44 years (25.3%) would be encouraged to use a Woollahra Library with the provision of a 'coffee shop' at the library;
- 'Attractive layout/ atmosphere' is relatively more important to younger aged respondents (i.e. respondents aged 15-24 years and 25-44 years) in comparison to older aged groups;
- Residents aged 45 years and over would be more encouraged to access a Woollahra Library if 'convenient transport or parking options' were provided;

1.8 Users and Non Users

1.8.1 Main Reasons for Public Library Usage

Users and non-users were invited to nominate the top three reasons for using a public library. The main reasons for public library usage are (see **Table 12**):

- Borrowing books (93.3%);
- Read / browse magazines / newspapers (34.0%);
- Using Internet / Research (31.0%);
- Borrow multimedia (22.3%); and
- Other (19.8%).

Table 12: Reasons for Using a Public Library

Response	Prop. (%) *
Borrowing books	93.3%
Read / browse magazines / newspapers	34.0%
Using Internet / Research	31.0%
Borrow multimedia	22.3%
Other	19.8%
Study areas	15.8%
Attend special events / celebrations	8.5%
Meet friends	7.0%
Attend workshops / seminars	6.5%
Story telling	6.0%
Using Email	5.3%
Using computers	3.3%

Note: Multiple response question so proportions may not sum to 100%

Source: AECgroup

- The most common 'other' specified responses for using a library include accessing 'research/reference facilities' (5.3%), 'children's section/activities' (5.0%) and accessing specific collections (3.3%) such as audiovisual, local history, fiction and journals (see **Table 11.12 – Appendix B**).

1.8.2 Accessing Services via Internet

Both users and non-users were invited to nominate library services that they would consider accessing via the Internet.

Overall, the main services that *users* and *non-users* would consider accessing via the Internet are (see **Table 13**):

- Browse the library catalogue (69.5%);
- Reserving / renewing items (64.0%);
- Being advised on new items of interest (53.8%);
- Online databases (47.3%); and
- Library / Council events and information (45.0%).

Table 13: Services that would access via Internet

Response	Prop. (%) *
Browse the library catalogue	69.5%
Reserving / Renewing items	64.0%
Being advised on new items of interest	53.8%
Online databases	47.3%
Library / Council Events & Information	45.0%
Joining the library	34.3%
Download Information - mp3s / e-books	32.3%
Use online tutorials (e.g. Homework Help)	27.0%
Other	4.3%

Note: Multiple response question so proportions may not sum to 100%
Source: AECgroup

- 'Other' services that respondents would consider accessing via the Internet (4.3%) include online research, downloading online books and online access to Councillors via email (see **Table 13.9 – Appendix B**).

1.8.3 Locality Factors for New Library in Woollahra

The top three factors that were considered as important when determining the location of a library in Woollahra are (see **Table 13**):

- Close to public transport (59.8%);
- Near or in a shopping centre / retail area (35.8%);
- Other responses (28.8%);
- Near or in a park (22.8%).

Table 15: Locality Factors for New Library in Woollahra

Criteria	Total
Close to public transport	59.8%
Near or in a shopping centre / retail area	35.8%
Other	28.8%
Near or in a park	22.8%
Proximity to school / education facility	20.5%
Near a cafe	12.8%
Near community facilities	10.3%
In a particular area in Woollahra LGA	2.5%
In a particular area in Woollahra LGA	1.5%

Note: Multiple response question so proportions may not sum to 100%
Source: AECgroup

- Of the respondents who nominated that a library should be located in a particular area in Woollahra (1.5%), a number of respondents indicated that a library should be located in a central area in the Woollahra LGA. Suggestions for preferred locations were Double Bay, Bondi Junction, Blackburn Park and Rose Bay (see **Table 15.7.1 – Appendix B**).
- The most common 'Other' (28.8%) specified important criteria for location included the need for adequate and free access to parking (24.0%) and public transport (see **Table 15.9.1 – Appendix B**).

1.8.4 Importance of Future Access to Learning Opportunities

Respondents were asked to nominate factors of importance to the individual or members of the family over the next ten years regarding learning opportunities (see **Table 16**). The factors achieving the highest weighted average scores included:

- Access to informal learning for all ages (w/a of 3.14);
- Access to information about our community and its heritage (w/a of 3.08);
- Access to University courses (w/a of 2.92);
- Access to opportunities for people to come together to meet, socialise and learn informally (w/a of 2.86); and
- Access to learning on how to use the Internet, data bases & computers (w/a of 2.74);

Table 16: Importance of access to learning opportunities

Response	No resp	Not all imp	Low Imp	Aver Imp	Imp	V Imp	Total	W/A
Access to informal learning for all ages	3.6	18.1	8.4	26.8	28.1	15.1	100.0	3.14
Access to information about our community and its heritage	3.6	17.0	14.8	23.7	25.2	15.8	100.0	3.08
Access to University courses	6.0	37.8	5.0	4.8	19.1	27.2	100.0	2.92
Access to opportunities for people to come together to meet, socialise and learn informally	3.8	25.8	11.5	23.0	21.5	14.3	100.0	2.86
Access to learning on how to use the Internet, data bases & computers	5.9	33.8	10.0	14.6	18.5	17.2	100.0	2.74
Access to support for school research / homework help etc	7.1	41.0	6.9	8.4	15.5	21.1	100.0	2.67
Access to vocational education (eg TAFE)	6.3	46.7	7.3	9.0	15.3	15.3	100.0	2.42
Access to pre-school / early parenting learning	8.6	58.1	6.1	7.1	9.6	10.6	100.0	2.00

Source: AECgroup

1.8.5 Most Convenient/Preferred Times to Access a Library

All survey participants were invited to nominate the most convenient / preferred times to access a library service. A total of 385 respondents answered this question. As respondents were able to provide more than one response, a total of 400 responses were received (see **Table 14 – Appendix B**).

A total of 142 responses were received in relation to 'specified hours'. Of the respondents that specified a timeframe (35.5%), a high proportion of respondents made comments in regards to 10am as a convenient time for them to access a library (27 responses or 6.8%) followed by 5pm (26 responses or 6.5%). The next most commonly nominated timeslot was 9am (24 responses or 6.0%).

A relatively high proportion of respondents also made comments relating to 'general hours' of opening (45.3% or 181 responses) such as *anytime* (5.0%), *after work* (5.0%), *during the day* (4.5%), *after school hours* (4.3%), and *afternoon and night availabilities* (3.0% each respectively).

A total of 77 responses were received in relation to *weekend opening hours* (19.3%), with anytime on the weekend being the most frequently cited convenient time to access a library (10.0%) followed by 'Saturdays' (2.0%) as a preferred day to visit a library.

1.8.6 Current Challenges/Barriers in Accessing Library Services

Respondents were asked to nominate challenges/barriers in accessing library services over the next five to ten years (see **Table 17**).

Overall, the main factors achieving the highest scores included:

- Lack of time (time poor) (21.8%);
 - Diminishing health / eyesight (14.4%);
 - Lack of personal transport (11.0%);
 - Poor public transport (10.8%);
 - Poor opening hours (10.0%); and
 - Diminishing health / Eyesight (9.8%).
- The most common 'Other' specified (19.8%) challenge in accessing library services over the next five to ten years was 'lack of parking' (42 responses or 10.5%) (see **Table 17.1 – Appendix B**).

Table 17: Future challenges to accessing library services

Response	Prop (%) *
Lack of time (time poor)	21.8%
Other	19.8%
Lack of personal transport	11.0%
Poor Public Transport	10.8%
Poor opening hours	10.0%
Diminishing Health / Eyesight	9.8%
Lack of Computer Knowledge	5.5%
Disabled Access	5.0%
Lack of Internet facilities at home	2.3%

Note: * Multiple response question so proportions may not sum to 100%

Source: AECgroup

2. Consultation Findings

2.1 Key findings

The following consultation summary captures the views and comments of several community consultation meetings held from early May 2007 – 13 June 2007 inclusive. The consultations were held in different parts of the Local Government Area affording local communities the best opportunities to participate.

2.1.1 Value of the Library and other cultural facilities and activities

Cultural facilities and activities including the library are greatly valued by the Woollahra community. Commonly participants talked about cultural activities as “bringing the community together” and promoting equity and understanding.

Libraries were seen as places for leisure as well as education and many people used libraries as a key information support in their daily lives. There is no doubt, however, that the role of libraries is being impacted by the take-up of technology and the use of the Internet.

Priority areas for libraries were identified by participants as being quality, convenience, comfort, access and customer service.

2.1.2 Key Areas of Satisfaction

The areas of greatest satisfaction were the staff. The few negative comments about staff most often reflected interaction with a particular staff member or a particularly negative experience. Participants value the expertise and knowledge as well as requiring the same level of customer service that one would receive in a retail or other service situation.

The co-location of the Double Bay library with the park and the view were mentioned in every group but tempered by some with comments that pointed out that a view is not essential to the delivery of high quality library services.

The resources and current programming were valued and identified as an area of satisfaction. Again there was a recognition that limitations applied due to the lack of space.

Participants applauded the fact that an inter-library loan facility was available, computers were available, including Internet and printing facilities and that the library was free.

2.1.3 Future Needs

There was some disagreement about the future of libraries with some participants seeing the future of libraries as being intimately linked to technology and the use of the Internet, while others focused on changes to collections and services to meet the needs of an ageing population.

Whatever their view, most people saw that for Woollahra some change in library accommodation was necessary for the future.

2.1.4 Access

2.1.4.1 Hours

The opening hours were considered by most adults to be reasonable allowing a good range of access although it was noted that for the most part working people would probably gravitate to the Double bay branch because of the 8 pm closing each weekday and the Sunday opening.

Young people suggested that a later Sunday closing time would be of benefit to them. Saturdays tend to be very busy with sports commitments and some part-time work commitments. Sunday is the day most likely to be used for study.

2.1.4.2 *Physical*

Physical access, including space, barriers, location, parking and transport availability was by far the most talked about aspect of the library service.

The lack of adequate space was considered to be an element that affected every aspect of library service delivery. Some participants described the Double Bay libraries as depressing and dark. Participants stressed that the inability to browse, relax and read in quiet, study and research were negatively impacted by the inadequate spaces available. People who regularly used the library computers and printing facility were very aware of the impact this activity had on the quiet enjoyment of others. In particular this aspect affected young people.

Participants noted that the size of the stack is disproportionate to the size of the service and that the stack held too much material that should be on the library shelves.

Strong language was used in describing the current physical situation of the library service – appalling, disgraceful etc. By contrast there is a core of supporters who highly valued the current location of the Double Bay library.

There is a real fear apparent that moving the Double Bay library from its present location will result in an alienation of the building from the public. Some participants described a long association with this library over decades from their childhood and spoke passionately and with emotion about their memories and fear that it would move.

The lack of disabled access was noted and stressed as needing immediate attention. Parents and nannies found the ramp to the children' park which enabled them to make a trip to the library a very exciting outing.

2.1.4.3 *Virtual Access*

Virtual access was not well known by participants. As most participants have access to the Internet at home, once advised of the service they showed interest in using it in the future. Some participants viewed libraries and technology as being in competition and were surprised at this aspect of library services. Many suggested that increased promotion of this service would see a greater uptake in the future.

2.1.5 Resources, Services and Programs

2.1.5.1 *Resources*

The resources in the Woollahra library service are considered to very good although difficult to access due to cramped conditions and the amount of material kept in the stack.

Repeated and particular mention was made of the high quality of the art and architecture collections.

Young people talked about the need to marry collections with the school curriculum and where possible to package resources for use in school projects.

2.1.5.2 *Services*

Inter library loan was the most well-known and valued service, with public access computers a close second. People do not mind having to book computer time but did stress the need for more computers to keep up with the growing popularity of the service. Alongside this they noted the need for computers to be more contained and impinging less on the quiet enjoyment of others.

2.1.5.3 Programs and activities

The “Writers and Readers” program is considered to be a great success. Participants suggested that this program should expand to include day-time presentations as well.

Programs for children are highly valued by all and there is recognition that an introduction to libraries through storytime and other activities in the library at a young age is very important. Playgroup participants, both parents and nannies asked for more outreach services, in particular to the Holdsworth Street Centre.

2.1.6 Opportunities for Partnerships

Some very good and innovative ideas were put forward by participants with regard to partnerships. There is a wide recognition that such relationships can be mutually beneficial, opening the library service to many more people who may not otherwise use it because of a lack of knowledge about what the library has to offer.

2.1.7 Promotional opportunities

Promotion was identified as an area that required particular attention. The lack of knowledge about online service, the variety and breadth of the collections, the excellent programming and public access to technology being cited as clear reasons for a review of promotion and advertising and for it to be prioritised in the future.

Participants noted that not all promotion and advertising needed to be expensive. Email lists are considered effective, non-intrusive for this sort of promotion, useful, direct and very low cost.

2.2 Seniors

Interviews were held over two day with couples, individuals and small groups attending the Woollahra Seniors Centre. One groups interviewed was a U3A writing group. 18 individuals were interviewed.

2.2.1 Value and role of cultural facilities in the community

- Libraries provide something for lonely people to do – read books;
- Libraries provide information;
- Libraries provide study materials;
- Libraries provide essential reading material;
- Libraries provide books, CD’s and DVD’s;
- Libraries bring books and education to the community;
- Libraries are for leisure reading and information;
- I attend concerts and festivals whenever I can do so;
- I love theatre and have a season ticket to the Sydney Theatre Company;
- I go to movies and art show – I paint watercolours myself;
- I attend the annual art show and I go to the opera and some plays;
- We like multicultural concerts;
- I go to concerts and musicals.

2.2.2 Current needs

- I don’t use the library as I buy all my books;
- I use the homebound service and it is excellent;
- I have a lot of reading material at home and the family passes on a lot of books and magazines for me;
- I do a lot of volunteer work and don’t have time to use the library;

2.2.3 Future Needs

- There will be more need for computers;
- Possibly more need for accessible information;

2.2.4 Hours

- The opening hours suit very well;
- The hours are good – I like to go in the morning;
- The hours are very good;

2.2.5 Physical Access

- Double Bay Library steps are very steep – but there is a ramp although it would not be very good for people in a wheelchair;
- The libraries need to have a reading lounge with comfortable chairs that are suitable for older people – they should be easy to get in and out;
- All the libraries seem to be lacking in space;
- They don't have enough accommodation for all the books.

2.2.6 Virtual Access

- I would be interested in learning how to use the online access;

2.2.7 Resources

- The large print collection needs to be changed over more often;
- I like reading family saga stories and listening to music CD's;
- There are not enough books about playing bridge and we have a lot of bridge players here;
- Generally it is a large and quite good selection I think;
- Large selection and good service.

2.2.8 Services

- Homebound service is wonderful for people who find it difficult to get to the library;
- I have done photocopying at the library;

2.2.9 Programs and activities

- Computer classes for seniors so that they can use the online services are needed;
- I might consider joining a book club;

2.2.10 Partnerships

- U3A
- They need sponsorship from big business;

2.2.11 Promotion

- Wentworth Courier;
- Radio;
- Family provides me with information about what is going on in the community;
- Spectrum in the SMH;

2.2.12 Strategies for Non-users

- Advertise more.

2.2.13 Best things

- Location – Double Bay has fantastic views;
- Service and staff;
- Selection;
- Homebound service;

2.2.14 Things to Improve

- Space;
- Access;
- Need for quiet spaces to sit and read;

2.3 Library Playgroup

The consultation was conducted via interviews with individuals at the Friday playgroup. 11 people participated.

2.3.1 Value and role of cultural facilities in the community

- Libraries provide an educational environment;
- Libraries allow an exploration of reading and knowledge;
- Libraries and cultural events provide entertainment and fulfil a social role;
- Cultural events and facilities assist children in understanding society;
- Cultural events link the community together;
- The library provides an environment where children can have access to things that they do not have at home;
- The library promotes an awareness of new authors;
- Libraries are a place for books and where it is easy to access books;
- Libraries are a “base” – the first stop in learning to read and enjoy books;
- Borrowing library books is possibly the first experience of responsibility a child has;
- Libraries provide access to books without you having to buy them;
- I have been a member of this library for 38 years and it has always been an information resource centre for me;
- It is a community asset;
- The library is an educational institution;
- I do not see the role of the library changing significantly but they way they do what they do will expand;
- Libraries and other cultural events are good places for socialisation;
- For study and recreation;

2.3.2 Current needs

- Meets our current needs;
- It all works well for us at present;
- The library is a big part of our lives and we come here regularly;
- The library meets the needs of our family – Mum & Dad, a 2 year old, 7 year old and a teenager;
- The staff are great – they may be the only adults I talk to throughout the day and it is so important that they are approachable which they are;
- I hate that they don’t stamp the date inside books anymore;
- The library service meets our needs now and I guess it will into the future;

2.3.3 Future Needs

- Once my daughter is at school we probably won’t use the public library as much;
- I imagine as my child gets older she will want craft activities;
- There is a role for homework clubs and school holiday activities;

2.3.4 Hours

- Hours are fine at Double Bay and Paddington;
- Opening earlier would be good – the children are up early and it would be good to go out to the library earlier;
- 9am opening would be great;
- We like the hours;
- Sunday opening at Double Bay is really good and so is the 8 pm closing;
- The hours at Double Bay are fine for us at this time;

2.3.5 Physical Access

- The ramp at St Brigid's is good for prams;
- The gardens are great at Double Bay and they seem to be well used;
- The co-location with the pool and the gardens is good – we take lunch in good weather and have a day out;
- We walk to the library (Paddington) or occasionally use public transport;
- Paddington library is stimulating and colourful;
- We love going to the Double Bay library – we use the park as well, it is a great location and we often have lunch there;
- Parking at Double Bay is not good;
- I park in Double Bay and walk up to the library;
- We use the Council carpark when coming to St Brigids, it is handy;
- The co-location with the pool and the park makes the outing a bit more of an adventure;
- Having the Double Bay library located in Blackburn Gardens is a huge benefit – it is very pleasant for everyone but especially the children;
- The Double Bay library allows you to see outside and because it is so pleasant for the children they just gravitate to the books;
- Parking is a nightmare;
- The library and the park and the pool together make a great day out in the summer;

2.3.6 Virtual Access

- I didn't know they had that and I would probably be interested;
- Now that I know about it I will use it and will pass on the information to other mothers;
- I did not know about the online facilities but I will probably use the databases now but not much else;
- I didn't know about the online service but I am likely to use it now;
- I did not know about the online services but the health and wellbeing stuff sounds good;
- I would not use the online facilities even though I could do so as for us at present it is getting out of the house that is a benefit;
- I am sure that the online facility is great for older kids;
- I use the online service mostly to renew material although I have used the databases;

2.3.7 Resources

- The children's books are good, I do not borrow for myself;
- We like the toys;
- I am new here but I expect a good variety of children's books in good condition for borrowing;
- I expect the books to be easy to find;
- The children's books are really good;
- The library resources are appropriate for everyone including teens and children;
- We use the books and the audio-visual and the PC's;
- I love the magazines – I borrow a lot of them in the architectural, home design and living, fashion and also the French & German language magazines;
- My husband really likes the big pictorial books – they are not something that we would buy but they are lovely to look at for a time;
- I like to borrow parenting DVD's, biographies and novels – they have a good range of what I want;
- The resources for children are good including the DVD's and I like to borrow from the art and photography collections;
- I think their Indigenous collection is good;
- I find what I want in fiction;

2.3.8 Services

- I would like to see them do more outreach – they could come to this group;
- New computer and learning facilities are needed;
- I really like having the ILL facility;

2.3.9 Programs and activities

- We love storytime – my children are a bit young for craft but I hope that they will have access to it when they are older;
- I think some multicultural focused programs, even for very young children would be good;
- I think there could be more activity for pre-schoolers;
- The space needs to change more often;
- Some programs for parents providing advice about reading ages and suitable materials would be welcome;
- Programs for adults with interesting guest speakers – but they must promote this;
- Storytime is important as it gives my child another opportunity to interact with other children;
- Storytime is wonderful – it is entertaining and they get to socialise;
- We always attend storytime at the Double Bay library;
- I think the *Writers and Readers* series is fantastic;
- I would really enjoy some guest speakers on books or the subject of parenting;
- The Friday library playgroup is good for us;
- We love storytime;
- I would like to see the little ones given an opportunity to do some painting;

2.3.10 Partnerships

- Formal partnerships with playgroups in the area would spread the word of what is available, in particular playgroups operating out of Holdsworth Street Community Centre;

2.3.11 Promotion

- Banners out the front of the library – then I see it when I go past;
- Advertisements in Sydney Child;
- Wentworth Courier;
- I find out about things by word of mouth;
- Everyone with children reads Sydney Child;
- Most people around here read the Wentworth Courier;
- I use the Council website to find out what is going on;
- Sydney Child is a good resource;
- Big banners and signs outside so that you can see when you go past;
- I think that they should advertise in the local paper and try to get editorial too when something big is happening;
- The library should consider promoting things for children through the schools;
- Sydney Child is an obvious place to advertise;
- I don't think that you can go past the Wentworth Courier and Sydney Child for advertising and promoting;

2.3.12 Strategies for Non-users

- Must advertise more;
- Let people know what they have in their libraries – they don't know;
- More marketing – to specific target groups;
- Better promotion;

2.3.13 Best things

- It is here;
- We can enjoy the place and the space;
- It is free;
- Double Bay location where we can do other things when we go to the library;
- Cosy environment;
- Keeps kids occupied;
- Glorious garden adjacent to the Double Bay library;
- The view;
- Staff competence and friendliness;

- Lovely location (DB)
- Noise does not seem to be an issue;
- It could be improved;
- The location alongside the park and the pool;

2.3.14 Things to Improve

- More space;
- More frequent change of displays for children;
- More interactive programs;
- Lack of space;
- Larger areas where kids can play;
- Cramped and too busy – quieter spaces needed too;
- DVD's for toddlers;
- More space for different activities;
- Accessibility;
- Access or at least make the ramp more obvious with signage;
- Play area for small children within the library;

2.4 Holdsworth Street Community Centre - Playgroup

Interviews were held with individuals as well as small groups of parents and nannies attending the Thursday playgroup. 14 participants.

2.4.1 Value and role of cultural facilities in the community

- Libraries are there to introduce children to literature and reading;
- Libraries help to create good reading habits for children;

2.4.2 Current needs

- Convenience is my priority;
- Library staff should access the playgroup;
- We particularly like to go to the library on rainy days;
- I joined Paddington two years ago, borrowed a book and have not been back since;
- Look at the choices for purchasing books at the Westfield – Borders, ABC Shop, Angus and Robertson, department stores and others;
- We have teenagers and toddlers and a new baby on the way – the teenagers prefer Waverley so we go there for everything;

2.4.3 Future Needs

- I think the library will be more relevant to us when the children are older and more independent;

2.4.4 Hours

- A day or two earlier opening would be great;
- Hours are fine at Paddington;
- Watson's Bay should be open occasionally until 6 pm;
- The hours are not consistent at Paddington so I have to remember when it is open and closed;

2.4.5 Physical Access

- We use Paddington library because we can access it by walking to it easily and comfortably;
- We use Paddington because it is most convenient;
- We currently use Paddington and Waverley libraries and this is most convenient for us;
- We walk to Paddington library most times but do use Waverley sometimes – the parking is good there and they have space and are located along with other things I use;

- Paddington does not have a toilet in the library and we are sent next door to the Town Hall which is not always open – this is not good with little children;
- Paddington library needs toilets and a change room;
- Parking is such an issue that I don't go to the library, it is easier to buy a book when I am at Bondi doing the shopping;
- I like a library co-located with the shops – parking is better, there are other things to do in the one trip, it is more convenient;
- They need better space and a café;
- We use Watson's Bay because it is so close to home and we can walk;
- We like that we can walk to the Paddington library;
- The entrance at Paddington is not great – difficult to get a stroller through and the door is heavy;
- Paddington is small and I think storytime there is just too noisy;
- I don't think Paddington is secure – I am sure the children can get out;

2.4.6 Virtual Access

- Online access is an interesting option as my day is totally tied to the children's routine and getting out to do things can be difficult;
- No one knows about this – it is not well promoted;
- I don't think online services would be of much interest to me at this time in my life;
- I use the online databases – they are good but not many people know about them;

2.4.7 Resources

- I think that the resources for children are good;
- Paddington resources are good;
- I think Waverley has better resources for primary school kids;
- Watson's Bay library has limited resources because of its size;
- Collections are limited by the lack of space;
- I borrow the occasional cookery DVD;
- I don't borrow children's DVD's – they are usually scratched;
- Resources at Paddington are good;

2.4.8 Services

- I use ILL because Watson's Bay has such a limited collection;
- I don't use ILL – I just buy what I need for myself;
- We love the library playgroup – what a good idea;

2.4.9 Programs and activities

- We access the play activities and storytime;
- Storytime is a great idea but having it at 3 or 3.30 pm is not good for toddlers – we need a morning session;
- A starting point would be a book club for adults;
- I would love access to some short seminars on children's behaviour, simplified nutrition and health information;
- Morning storytime is good;
- We would like storytime with a craft at Paddington;
- We love storytime;
- We go to storytime regularly;
- I think craft sessions are better for older children;
- Information sessions for parents about building their own good book collections;
- The teddy bears picnic was great – more like this would be great;

2.4.10 Partnerships

- There should be a partnership with all the playgroups;

2.4.11 Promotion

- The Sydney under 5's Book;
- Word of mouth;
- Holdsworth Street Playgroup is a place where the information should be distributed;
- Staff should come to the playgroup occasionally and talk to us about what is on at the library;
- Wentworth Courier;
- Sydney Child;
- Use noticeboards at community centres;
- I talk to other Mums to find out what is happening and where to go for children's entertainment;
- I talk to others to get information and I read the Wentworth Courier, Sydney Child and I do use the Council website;
- They need large advertisements in the Wentworth Courier;
- Focus advertisements on really special programs;
- Playgroup noticeboard;
- School newsletters;
- Use noticeboards in prominent places;

2.4.12 Strategies for Non-users

- The Mayors column in the local paper would be a good way to catch the eye of people who do not use the library;
- They must advertise more often and in more places;

2.4.13 Best things

- Children are welcome;

2.4.14 Things to Improve

- The buildings – new, spacious and with noisy and quiet zones;

2.5 Service providers

Public consultation held at Redleaf.

2.5.1 Value and role of cultural facilities in the community

- The library is a source of information;
- The library is a hub where communities meet and share information;
- A place for research;
- The library is a cultural centre;
- Libraries are multi-functional – there are places where you can talk and places for quiet;
- The library is a place for students – learning, research, space, environment, access to information;
- The library should be known by everyone and not just a select few;
- We need to do something to reconnect people to the library and stop it becoming a museum.

2.5.2 Current needs

- Elderly people use the mobile service and love it;
- For elderly people the mobile provides books and some social interaction;
- People from a CALD background, older people, need library staff with appropriate language skills available to them;
- A lot of young people do not see the library as useful anymore – they don't talk about it and they do not know how to use it;
- Lots of people need assistance with using the internet – it is a great time waster;
- Urban Art clients use the library quite a lot – it has some good art books;
- Being free is still a big factor;
- Giving students access to databases is very useful;

- People need some education around how to effectively use the databases;
- The library needs to be more than a great online service;

2.5.3 Future Needs

- The role of the library will change but they need to retain the services they have always provided;
- Libraries will need to do more with young people to encourage them to read books again;
- The library will become more of an escape place;
- Libraries will provide social engagement and study groups;

2.5.4 Hours

- Inconsistency in hours will turn people off;
- If the hours don't suit people turn to the Internet for information;
- Later closing time on Saturdays and Sundays should be considered;
- People with young children, aged people would respond to an earlier opening time because they are up and about earlier in the day;

2.5.5 Physical Access

- Ideally the library should be accessible, at ground floor level and located in the heart of the community;
- Easy parking is essential;
- People like to be able to walk to their library;
- Access by public transport is critical;
- The library should be light and open and inviting not musty and dark – that only attracts sad and depressed people;
- Signage in the street is very important;
- Signage should be appropriate and not visual pollution;
- We should have locality signage – it is important to know what is in the area.

2.5.6 Virtual Access

- Online services would not be accessed by many frail aged people;
- Young people do not know about online library services;

2.5.7 Resources

- The resources are great and they are free – that needs to be promoted;
- Even if you have no money you can borrow books, magazines, CD's and DVD's;
- Stress the portability of books;
- Large print and audio books are excellent for older people or sick people;
- Give young people a chance to review materials and input into selection;

2.5.8 Services

- Regular pre-school visits to the library are wonderful;
- The library should have access to an online payment system;

2.5.9 Programs and activities

- We (local kindergarten) would like to see a program designed around children writing a book;
- Get young people involved in the library – that would help to change the image which is linked to middle aged women;
- Storytelling is very valuable for children and parents – the children enjoy it and the parents see how it is done;
- Run programs that highlight that there are alternatives to being online;
- Link the library to festivals being held in the community;
- It would be good to get a rock musician or trendy famous author in to talk at the library and convey that reading books is cool;
- Have rock music in the library;
- Photographic exhibitions;

- Have an exhibition profiling the CALD community groups;
- Have regular music performances in the library;
- Get a café;
- Organise discussions/ seminars around topical issues and ensure that library resources available too.

2.5.10 Partnerships

- Art students – there needs to be space for young art students to exhibit;
- Some outreach needs to be done with young people;
- WAYS – introduce disadvantaged youth to the benefits of the library;

2.5.11 Promotion

- Community noticeboards;
- Organisational newsletters;
- Letter box drops work;
- Ethnic community newspapers;
- DRUMedia;
- Village Voice;
- Schöll newsletters;
- Broadcast emails – build an email database;
- Remember youth get their information from the internet;
- There will need to be specialist marketing.

2.5.12 Strategies for Non-users

- People use the Waverly library at Bondi Junction because it is accessible, it is a hub, accessible and spacious and light;
- Don't have inaccessible, grey dark buildings;
- Have the community bus visit the libraries;
- Ensure that personal service remains a well promoted option – not everyone wants to use self-check;

2.5.13 Best things

- It exists;
- Core services are free;
- The staff are knowledgeable and have good customer service skills;
- There is an openness to change;
- They are responsive to suggestions;
- You can get recent releases;

2.5.14 Things to Improve

- There needs to be more promotion;
- Promotion needs to target marginal audiences;
- Needs to be more specialisation;
- First impressions – it needs to be modern and attractive;
- The entrance at Double bay is too busy – too much stuff;
- Needs to have areas for quiet and for noisy activities;
- Promote ownership in the community;
- Needs a broader range of cultural activities;
- Develop better relationships with key groups in the community.

2.6 Woollahra Council Access Committee

Public consultation held in the Council Committee rooms with 10 participants.

2.6.1 Value and role of cultural facilities in the community

- Provide a meeting place and a sense of community;
- Give atmosphere and make your community a pleasant place to live;

- Libraries and cultural facilities are not narrow like a football club or pub they offer so much more;
- Libraries and cultural facilities bring the community together;
- The library provides a local history collection and broadens the access by the community;
- The library provides book clubs;
- The library is a support for the community and its needs;
- The library is an information place and a support for students;

2.6.2 Current needs

- The library works for me – I use it mainly for recreational reading;
- It supplements the personal and school collections in the community;

2.6.3 Future Needs

- More computers will be needed;
- There will continue to be a growth of online services;
- E books will be used more;

2.6.4 Hours

- The opening times are reasonable;
- The later opening at Double Bay is good;
- Homeless people and kids need somewhere to go;
- All the libraries should be open until 8.00 pm for people who work;

2.6.5 Physical Access

- Double Bay is accessible;
- It is difficult for someone with mobility issues to use Double Bay library – access is hopeless and there is nowhere to get out of a car;
- Parking is difficult at libraries;

2.6.6 Virtual Access

- Six out of eight participants have access to the Internet at home;
- None of the participants knew about the online services;
- The biggest barrier identified was knowing what is available and how to use it;
- Most participants saw the online database as a resource for students not for themselves;
- Access to newspapers was seen as something that might have broader appeal;

2.6.7 Resources

- General satisfaction with resources;
- The books on Australian gardens and plants are old and not up-to-date;
- Keeping a good and up-to-date collection of local authors is very important;
- When the library moves there should be a specialist historical library included in the new design;

2.6.8 Services

- The home delivery service is terrific;
- The photocopier was identified as the service most used by participants;

2.6.9 Programs and activities

- Knowing the audience, knowing the community will dictate what programs should be on offer;
- A writer in residence program would be terrific – about 6 months at a time and could be funded by the Literature Board;

2.6.10 Promotion

- The libraries should have big banners out the front to advertise aspects of the service;
- Strategically placed posters;
- Baby health centres are a good place to connect with new mothers;
- The Wentworth Courier;
- Outreach – the librarians going out to groups and talking to them about libraries and services;
- Develop a database on which people can list themselves to have library information sent out with their rates notice;

2.6.11 Strategies for Non-users

- Getting the information about what the library offers out to the community will attract non-users;

2.6.12 Best things

- Library staff;
- The telephone service;
- Children's poetry prize;

2.6.13 Things to Improve

- Access;
- Parking;
- Keeping the collection up-to-date and relevant;

2.7 Holdsworth Street Community Centre Staff

Interviews held with 8 staff members.

2.7.1 Value and role of cultural facilities in the community

- Cultural facilities and activities are important, they provide recreational opportunities and opportunities for the community to come together;
- Libraries are there to provide free access to resources and books and documents for research;
- As time goes on libraries will be forced to deliver more services online;
- To provide free service and education in a safe and friendly environment;
- Cultural development;
- Access for everyone to books and other materials;
- Cultural events and facilities contribute to the cultural life of the area;
- To be the most accessible, friendly and legitimate information source;
- Libraries address issues of discrimination;
- Cultural facilities are a peripheral thing that helps to link communities together;
- Cultural facilities and activities promote harmony and discrimination in a subtle way;
- Libraries are a reference centre and a place to spend spare time – recreational;
- Libraries bind the community;
- Multicultural communities have a special link with the library;
- I have been using the Woollahra library since I was a little girl;
- Provides the opportunity to heaps of books that I would not have otherwise had the opportunity to read;
- That building – St Brigids – is special because it is a library – people will not use it for any other community use;

2.7.2 Current needs

- It meets community needs very well;
- I think that most of the people accessing the libraries currently are happy with the service but they are either the very young or older people;
- Youth and people in the middle years are not accessing the libraries;
- I like to get reading material for when I travel;
- Currently transport lets down services like libraries – shuttle buses are required;

2.7.3 Future Needs

- There will be change in the future but the library will survive;

2.7.4 Hours

- Consistency in the opening hours is good for older people – hours that do not require them to have a brochure with them to know when the library is open;
- Older people would be keen to use the library earlier in the day and therefore a 9 am opening would be good;
- The opening hours are generally suitable but an 8 am opening for mums and nannies would be good as the children are up really early;
- Paddington should be open on Sunday;
- The working and mobile population are not well serviced by the hours at all the libraries;
- Weekend openings are important if they want to attract working people – probably more important than week-day openings in a way;
- The hours suit me;

2.7.5 Physical Access

- Double Bay has no disabled access;
- Double Bay library is in a stunning position but parking is not good at all;
- Parking is bad but big ugly car parks are bad too and I would rather have to park on the street than have them build a big ugly carpark;
- Parking is a big issue at all of the libraries;
- It is a special place (DB);
- The children's section is easy to access at Double Bay and I do not use the adult section;
- I would rather cope with parking issues than lose St Brigids;

2.7.6 Virtual Access

- Most frail older people would not know about online services nor would they know how to use them;
- Not having the equipment or know how to use the service will remain a barrier for many frail older people;
- I am not interested in online facilities because I would rather go to the library;
- I did not know about the online facilities but I would not be interested anyway as I would rather go to the library to use it;

2.7.7 Resources

- The resources are good according to my clients;
- My clients always seem to find what they need;
- I have an interest in foreign language resources;
- I think their resources are fine;
- We always find what we want in the children's section;
- Sometimes we have had to reserve books and wait which is a pain but I understand that was because they were popular books;

2.7.8 Services

- I did not know about the ILL facility;

2.7.9 Programs and activities

- The programs are interesting and would be accessed by clients if they knew about them;
- It is a waste of time asking Woollahra library staff to do any more as they are under-resourced;

- History associated programs;
- I think a lot of people in this area would be interested in programs about our heritage and history;
- I am too busy to access programs;

2.7.10 Partnerships

- There needs to be a formal partnership between Holdsworth Street Community Centre and the library service;
- A partnership with the Holdsworth Centre to host seminars and the library providing bulk loans;
- Storytime could happen at the playgroups every week – more than once per week;
- Eastern suburbs Councils should be collaborating more often;
- A partnership with community transport that would enable them to collect people and take them to the library – maybe even at specified quiet times;

2.7.11 Promotion

- Sydney Child
- Noticeboard at the playgroups;
- Local papers;
- Wentworth Courier;
- Ensure that notices go onto community noticeboards;
- Use the bus stops;
- Don't think they do promote the library – I don't see anything;
- All community service outlets are good places to be promoting;
- Something in the local newspaper – review of new books and magazine titles, DVD's and even programs;
- Put something in school newsletters, day care newsletters and pre-school newsletters;

2.7.12 Strategies for Non-users

- People will use the library if it is convenient, there is adequate space, in a good location with parking;
- A lot of people do not know about the housebound service and they should;
- Performances on a regular basis would get some people to come in regularly;
- I think cafes in the library – not a commercial operation but some place where people can prepare a tea or coffee for themselves and then relax;
- Space, convenience, location, parking.
- Develop the "experience".

2.7.13 Best things

- It provides access to resources for no charge;
- There is something for everyone;
- There is a wide range of things on offer;
- Storytime and craft activities;
- Location, the views in particular;
- Regular events – kids bookweek and poets picnic;
- They are free;
- Location of the Double Bay library – ambiance and atmosphere and the beautiful grounds and views;
- Staff;

2.7.14 Things to Improve

- Access;
- Promotion;
- Transport service to the library for older people;
- Should be open earlier;
- Better promotion of what they do and what they have;
- More joint ventures;
- Disabled access needs urgent attention at Double Bay;

- Parking – it is difficult for everyone but if you are disabled it is even more of a problem;
- Disabled access.

2.8 School librarians

Public consultation held at Council with 4 school librarians in attendance.

2.8.1 Value and role of cultural facilities in the community

- The value of the library is in the resources;
- Libraries provide quiet spaces for many students;
- Libraries provide access to quality databases – for many students this is an economic issue and positive for them;
- Public libraries should complement the school library;

2.8.2 Current needs

- The study area at Double Bay is not sufficient for students;
- The environment is not conducive to study;
- Transport and parking are inadequate;

2.8.3 Future Needs

- Students will need access to quiet space;
- There will be a higher demand for online facilities;

2.8.4 Hours

- Students needs longer opening hours on the weekend – particularly Sunday until 6 pm;

2.8.5 Physical Access

- The garden area is an oasis and should be retained;
- Access is not good but probably does not bother most students;
- Crossing the road at Double Bay;

2.8.6 Virtual Access

- Most students would have access to the Internet at home;
- The online resources are excellent;
- The biggest barrier to use of the databases and other online services by students is their lack of knowledge about availability of the services;
- It is important that the teachers at the school have full knowledge of the services too in order to direct students appropriately;

2.8.7 Resources

- Recent releases need to be available immediately with lots of copies available;
- The magazines are good – great range – again teachers need to know what is there;
- DVD's are popular with young people, particularly movie versions of study material;
- As people get to know and use the data bases it is likely to change the collections;
- More students are doing extension history and the school library cannot hold everything that they need;
- History, society and culture – collections need to be suitable for students;
- Local history, environment and information about local flora and fauna needed for studies as well;
- Many students undertaking art – art material is better in a book than online;
- CALD recreational reading for international students would be good;
- Pictorial and graphic novels;
- Audio books for CALD students.

2.8.8 Programs and activities

- Poets Picnic is a fantastic initiative;
- Careers advice is offered in the schools but not being taken up and we don't know why;
- In developing programs aimed at young people you need to understand the great competition for their time – sport and extracurricular activities;
- Talking to students who have just done the HSC will provide good insight for the following year;
- The HSC lectures are great but the young people need to know about them in plenty of time to plan to attend;
- Consider a writer in residence program that could be shared with the schools;
- Work with schools to share appropriate guest speakers with schools;
- Think about outreach, go to the schools, excursions are difficult.

2.8.9 Partnerships

- Sometimes in the school situation the librarian can be the driver but often it will be the English coordinator;
- Art teachers in schools are also people with whom strong partnerships could be built;
- Timing is critical if you want involvement with HSC students;
- School library.

2.8.10 Promotion

- All promotional materials should go to the library;
- Bookmarks with information – target the group with information – must look good and be laminated;
- Hard copy and online newsletters;
- Have library membership forms ready for parent signature at parent teacher evenings;
- May be worth considering allowing young people to sign for themselves at 16 rather than 18 – some find this offensive;

2.8.11 Strategies for Non-users

- Students are using Waverley a lot – it is in an excellent location close to shops, transport is good and the large study rooms are attractive to young people;
- Coffee shop needed;
- Make space available to students;
- Well promoted specialisation;
- Better location;
- Build a rapport with young people;
- Custom built facility in a better location;
- Look at a regional service;
- Address perception – make libraries cool;
- Service is a big thing including how the staff interact with young people;
- Reach the teachers – if they use it so will the students use it;
- Planning well in advance to work with teachers – note that teachers find it very difficult to commit in advance;

2.8.12 Best things

- The harbour view and the gardens
- The efforts the staff have made to be proactive;
- Resources – in particular online resources;
- Community noticeboard.

2.8.13 Things to Improve

- Desk area;
- St Brigids building – it is a mixed blessing;

- Crowding in the Double Bay library;
- Lack of directional signage;
- Staff resources – need floaters.

2.9 Progress Associations

Public consultation held at Council with three participants and input by letter from other Progress Association members.

2.9.1 Value and role of cultural facilities in the community

- A storehouse of information with an emphasis on materials with lasting value, continuing interest, and general relevance;
- A gateway to information including electronic access;
- Lodgement for local archives;

2.9.2 Current needs

- I only use spasmodically;
- I buy my own books;

2.9.3 Future Needs

- The need for books will continue;
- Young people in the future will be totally brought up on computers – they will be technology savvy and expect to do everything via technology;
- A larger housebound service is likely to be needed;
- More large print books and audio books;

2.9.4 Hours

- At Watsons Bay people in the local area know when the library is open and work around that;
- Most Watsons Bay people who work will call into Double Bay library if they need a library;
- The lack of consistency of the opening hours at Paddington means they are harder to remember;

2.9.5 Physical Access

- The lack of parking at Double bay is a problem – you need to ensure that you do not come in peak hour and not on a Council meeting night;
- Signage is inadequate – trying to direct someone to the local library is difficult;
- A large banner to say that the library is open would be good;

2.9.6 Virtual Access

- All participants had Internet access at home;
- The need to have a membership number to use the databases should be eliminated;
- Participants expected that people's access to and use of the Internet in the future would increase;
- The range of things that people are prepared to download will increase when larger screens are available;
- There is potential for a cultural backlash against computers;

2.9.7 Resources

- I use art books;
- The general perception is that Paddington has a small collection, Double Bay is adequate and Waverley is better;
- More audio books are needed;
- A standard reference collection is a core function – the Woollahra one is satisfactory;
- I am too time poor to use anything;
- Things like newspapers must have a convenience factor e.g. newspapers at Customs House –used when waiting for a ferry;

- The local history collection is superb;
- Local history should be a core function of any library.

2.9.8 Programs and activities

- If the library is a storehouse of information then it has a legitimate role in exposing that information – take the information to the people and show them how to use it;

2.9.9 Partnerships

- Local groups and associations;

2.9.10 Promotion

- Holdsworth Street Community Centre;
- Customer Service Centre;
- Website;
- Community noticeboards;
- Mayoral column in the Wentworth Courier;

2.9.11 Strategies for Non-users

- Easy parking and better location;
- Another toy library;

2.9.12 Best things

- The building and location of St Brigids compared to the soullessness of Waverley;
- Key to the information about the LGA;
- Access store of local history;

2.9.13 Things to Improve

- Clarification of roles and a concerted and meaningful effort to get more money out of the state government.

2.10 Secondary School students

A series of consultations were held with students from Scots College, Ascham and Rose Bay Secondary College. There were 29 participants in total.

2.10.1 Value and role of cultural facilities in the community

- To provide access to resources not available elsewhere;
- To provide access to books and other resources because you cannot buy everything yourself;
- Exposing children to literature from an early age;
- Provide access to computer technology;
- In the future people will demand more access to resources online;
- E books may become more common in the future;
- Libraries promote cultural awareness;
- Cultural facilities and activities bring enjoyment and fun and provide an opportunity to express culture;
- Cultural facilities including libraries educate the community;
- They provide opportunities to share music and talents;
- Entertainment;
- Provide information and resources;
- Refuge for study if everywhere else is busy and too noisy;
- Libraries are meeting places;
- Libraries are a community space for lots of different things;
- Technology will change the role of libraries – it will expand the role;
- I think in 50 years libraries will be obsolete;
- Libraries are good for research materials not available at school;
- The library can be a place of discussion;

- Libraries have experts to assist you with projects;

2.10.2 Current needs

- Public libraries can meet your needs – but you need to use more than one to do that;
- I currently go there occasionally;
- I use the Double bay library during the school holidays when the school library is not available;
- It meets my recreational reading needs;
- I use the library for research sometimes;
- The library could present information sessions on practical things like getting into university and paying taxes;
- They should do more around skills development;
- I used it more when I was younger – I don't have a lot of time now;
- I spend 6 – 8 hours a day on homework – I do not have time to browse in the library;

2.10.3 Future Needs

- Possibly need it more when we go to university but then we will probably rely more on the university library anyway;
- Course in new technologies;

2.10.4 Hours

- I prefer to go on weekends or after school – for both those options I go at 4 – 6 pm;
- I like to use the library on Sunday – I don't have work or sports commitments – it would be great if the library could open until 6 pm on Sunday;
- I think that the public library should be open later on a Sunday – that is the day you have more time for study and research;

2.10.5 Physical Access

- It is great when the library is near the shopping centre;
- A library needs to be accessible directly by public transport;
- A good library will have lots of meeting spaces where you can do projects with others and talk without disturbing other users;
- It needs a pleasant reading area with comfortable couches, cushions and somewhere to get a drink;
- Teens want space where they don't feel like they are affecting others who use the library;
- A good library should be big and quiet;
- A library needs lots of natural light – not be dark and cramped;
- They need the space to carry a diverse range of media;
- The library needs a well planned lay-out – don't have the children's section next to the reading lounge;
- A library today needs to be eye-catching.

2.10.6 Virtual Access

- Most participants had access to the Internet at home;
- About a quarter of participants knew about online services;
- All participants agreed after receiving information about online services that they would be likely to use them in the future, in particular browsing the catalogue and searching the online databases;
- The main barriers to use of online services are seen as not having access to the Internet at home, not knowing about the service and not feeling confident in using the service;
- Online homework help would be useful;

2.10.7 Resources

- Resources in libraries were generally considered to be good but participants advised that belonging to more than one library provided the best options;

- Favoured reading material includes: fantasy and narrative works, crime, current affairs and fiction about relationships;
- Participants advised that they used the library to source specific information about areas of interest e.g. taking care of birds and fish;
- Participants advised that they sometimes like to borrow movies and “trashy” books and magazines for relaxation;
- Participants complained that the most frustrating experience was finding a volume missing in the middle of a series;
- I go to the library for fiction – science fiction and speculative fiction;
- I like biographies;
- I like to read books that have been shortlisted in competitions;
- I find using the encyclopaedias and reference collection useful;
- Many of the non fiction books in the children’s section at Double Bay and Paddington are old and out of date e.g. new borders for European countries not shown;
- Make sure there is material relevant to courses being taught in local schools – not just for HSC students.

2.10.8 Services

- Using library facilities for printing was popular;
- Photocopying was used for school assignments;

2.10.9 Programs and activities

- The programs sound great but I just don’t have the time;
- If someone who really interested me was talking, I would go but otherwise not because I don’t have enough time;
- Genre oriented book clubs would be good;
- They should continue doing storytelling for little children – I have very fond memories of that;
- Anything that is the slightest bit competitive will get young people through the door e.g. trivia nights and other similar competitions;
- Whatever they do, for whoever they do it, it needs to be relevant and well promoted;
- Research skills development courses would be good;

2.10.10 Partnerships

- Integrate school and library catalogues;
- Make it so that students at local schools have automatic membership;
- Place advertisements on school intranet;
- School libraries.

2.10.11 Promotion

- Everyone puts posters on telegraph poles – that is where I find out about where bands I am interested in are playing;
- Only adults read newspapers regularly;
- Put banners up where people will see them – not where they have to look up;
- If you are doing poster and flyers, don’t just do two colours – it has to grab you straight away;
- Promote through the schools – even use their online newsletters;
- Advertisements in the Wentworth Courier;
- If you are not looking for it you miss the Double bay library when you go past in a vehicle;
- When advertising in newspapers make the advertisements big;

2.10.12 Strategies for Non-users

- Double Bay library is dark and cold and scary – Waverley is big and new and open and light and attractive – guess where I would rather go?
- Libraries should be located in a shopping centre – do that and people will use it more – look at Waverley and the Leichhardt library in Norton Street;
- Have free plentiful parking;
- Having the books so crammed makes it difficult to use and impossible to browse;
- Have a project resource zone – link to curriculum;

2.10.13 Best things

- Low fines;
- Sometimes you can find a quiet area to sit and read or study – there is too much noise at home;
- The reference collection;
- In summer that fact that it (Double Bay library) is adjacent to the park and the beach;
- It is free;
- Fines are not huge;
- I like to take my little brother to the kids section and let him do what he wants while I sit and read;

2.10.14 Things to Improve

- Parking;
- Double Bay library is out of the way – you have to go there especially – it needs to be in a place where people go to other things;
- Connect the programs with the curriculum;
- Better spaces in a shopping centre;
- Light
- Space;
- Need for a computer room;
- Need a chill-out zone;
- Better organisation – the collections are all over the place to fit them in;
- Because things are so disorganised you need a basket to carry a lot of materials around whilst doing a project;
- Put a recommended book list up on a whiteboard;
- Hold text books;

2.11 Youth Committee

Consultation held with Woollahra members of the Regional Youth committee. Three participants;

2.11.1 Value and role of cultural facilities in the community

- Libraries are a cultural hub;
- Libraries provide information and experts to help you access the information;
- Libraries are a reliable source of information;

2.11.2 Current needs

- Address the image of librarians – disciplinarians, old;

2.11.3 Hours

- Later opening hours are essential for students – 9 or 10 pm on weeknights and at least 6 pm on weekends;
- Maybe they could consider extending hours around exam time;
- 8 am opening would allow people to drop in on the way to uni.

2.11.4 Physical Access

- The participants all used Waverley library because it was big with a variety of appropriate spaces for different uses, plenty of light and space to move around;
- Waverley library was considered to be a more pleasant environment for study and learning;
- Waverley library was considered to be less intimidating;
- Need for meeting spaces and quiet working spaces with tables and comfortable chairs;
- Need study spaces for both individuals and small groups;
- A library should be close to good public transport;

2.11.5 Virtual Access

- Two of the three participants had access to the Internet at home;
- One of the three participants knew about the online services;
- Barriers were identified as lack of knowledge of the service, lack of ability to use and lack of access to internet at home;

2.11.6 Resources

- I like Australian fiction;
- I enjoy short stories and poetry;
- My favourite collection is fantasy;
- All participants used reference and some non-fiction materials at times;

2.11.7 Services

- Some young people rely on the Internet access at the library;
- Need DVD viewing rooms;
- The library needs wireless internet access;
- The library needs more PC's;
- The books need to be on the shelves – immediacy is important so getting it from the stack or on ILL is not appropriate – often miss the time frame and don't want to have to go back for the material;

2.11.8 The Programs and activities

- Love the idea of the living book – an opportunity have contact with someone that you normally would not;
- Music and cultural performance in the library is appropriate – in the right space;
- Any talks really must be interesting – think about what appeals to young people;
- Get young people to read their own stories and poetry;

2.11.9 Partnerships

- Make the library an event space for other groups;
- Make some young people ambassadors;
- Link the library website to other sites that young people use;

2.11.10 Promotion

- Free funky postcards – this does not mean lots of colours necessarily – witty is good;
- Broadcast email;

2.12 General residents

Public consultations held over three sessions with a total of 17 participants.

2.12.1 Value and role of cultural facilities in the community

- The library is the literary lynchpin of the community;
- The library is an information gathering place for the community and assists people to keep up to date with what is going on in society;
- Cultural activities and facilities mean people can meet new people;
- Cultural activities are about community and neighbours;
- Cultural facilities and activities are grass-roots - we are involved rather than having it done for us;
- Culture is disseminated in a more meaningful way than on television;
- Libraries and galleries give people access to masterpieces;
- Libraries are a storehouse of knowledge;
- Libraries are educational – and informal way to continue learning;
- Libraries are about equity – you don't have to be able to afford to buy;
- Cultural facilities are about bringing people together;
- Libraries are a place to break the isolation;
- Culture is far more accessible at a community level – most often it is free e.g. to go to an opera is very expensive but opera in the park is for everyone;

- It is one of the few places apart from parks that is available to everyone – it is free and children are welcome;
- There are still people who love handling books;
- Enjoyment;
- A library is flexible – I can go when I have a little time and then use the resources I borrow at my leisure – time management;
- Libraries have a social welfare function – social contact for isolated people;
- Literacy function in libraries;
- Libraries are a cohesive force in the community;

2.12.2 Current needs

- They try very hard but the buildings are totally inadequate;
- I can borrow things that I like but it is very difficult to browse;
- The community information is good and reliable;
- Paddington library is the most depressing place;
- No the library does not always meet my needs;
- Access is an issue at Double Bay;
- I sometimes use it for family history research;
- I use the library for health information;
- I travel a lot and like the up to date travel books – it is so important that they are up to date;

2.12.3 Future Needs

- Libraries need to be dynamic and able to rise to meet the changing needs of the community;
- It might be the only quiet place that you can sit and muse;
- People will use the Internet more and more for information;

2.12.4 Access

- I don't think the Paddington hours are good for people who work full-time;
- They need to be sure that they actually serve and help people right up to closing time;
- The 8 pm week night closing at Double Bay is excellent;
- The Watson's Bay hours seem very limited;

2.12.5 Physical Access

- The noise of clacking keyboards at both Paddington and Double Bay is so bad I want to put my fingers in my ears;
- Public transport from Darling Point is terrible;
- Double Bay library is away from everything and difficult to get to and has hopeless parking;
- It is in a gorgeous location but the building is inadequate;
- They did improve things at Paddington when they put in a ramp and an after hours chute;
- Paddington needs electric opening doors – the door is very heavy;
- Need a cafe;
- The libraries all need updating;
- They have huge access problems at Double Bay – it is unacceptable;
- Paddington is a depressing place – it smells damp, there is a lack of light and space, dull carpet and plain walls;
- In a place like Paddington the library should be the community lounge room and have meeting spaces and a café with good quality coffee;
- A library should have a multi-purpose auditorium;
- There is no space to display new acquisitions properly;
- Being co-located with outdoor space is good;
- The park and the view at Double Bay are magnificent;
- The park and view are not central to the business of the library;
- Co-location with other facilities is more important to a library;
- Parking is hopeless;
- Public transport is not always convenient;

2.12.6 Virtual Access

- Most participants had access;
- Half the participants knew about the online services;
- Three participants used the online services;
- I think the use of online services is age specific;
- I prefer to browse in the library than sit at the computer although there may be occasions when it would be useful;
- Lots of younger people would have use for the online databases;
- I stumbled across this service – they should promote it more;
- I think that the online catalogue and the ability to reserve books online is great;
- I use the catalogue on line;
- I like using the databases – they are reliable information;
- The databases at the State library have greater range so I use them more often than Woollahra;
- I might read a book review somewhere, then I get online and see if they have and if so, I order it;

2.12.7 Resources

- I use the fiction and biography a lot;
- I like up –to-date “how to” books – knitting, decorating etc;
- I love looking at the glossy magazines;
- They have a good range of magazines;
- The Reference section is very important and used quite a lot;
- The Woollahra collection is limited if you wish to do serious study;
- It would be good to see more resources across the board at Paddington;
- It is important to retain older publications;
- I tend to sit and read magazines in the library;
- I have fads and will borrow according to my latest particular interest;
- Gardening, home decorating are both satisfactory collections;
- The collection of computer books is good – better than some other libraries I belong to;
- The religious section is very up-to-date, including biblical archaeology;
- The CD and DVD collections are not very good – great that they have them at all but not a comprehensive collection;
- I think the Australian history section is good;
- They have the best bushwalking collection in Sydney;
- I think that they are doing a good selection job;
- If they don't have they get it on ILL;
- There are not enough copies of popular fiction recent releases;
- Historical fiction is my favourite;
- The newspapers are a bit limited;
- For a municipal library I think the collection is very good;
- I appreciate the talking books and large print material;
- They need to ensure that they have DVD's to appeal to teens – maybe things that would help with school work;

2.12.8 Services

- I think with our ageing population a lot more people could have need of the home delivery service in the future;
- The toilet facilities in Paddington are awful;
- To have access to a colour printer would be good;
- Having the public telephone is great – not everyone wants to have a mobile;
- They should have a scanning service;
- There are not enough computers for searching the catalogue;
- There is definitely not enough room at Paddington to display new acquisitions;
- It is great that you can order from stack – but the stack should not be so big;
- ILL is wonderful – they sourced some very obscure material for me when I was writing a book;

- The local history service is wonderful;

2.12.9 Programs and activities

- The Writers and Readers program is fabulous;
- Anything for children is wonderful and should be maintained and expanded – when they have more space;
- The HSC lectures should happen at Paddington as well;
- I would like to see Paddington have more programs – everything happens at Double Bay;
- I think that the HSC lectures are fantastic and very useful for students;
- The HSC lectures certainly benefit the young people and gives them exposure to libraries;
- The Writers and Readers is great but day time sessions are needed for those who cannot attend at night;
- I do not think people know about everything that is available;

2.12.10 Partnerships

- Community groups are obvious partners – there would be some mutual benefit;
- Paddington Society and the Darling Point Society;
- Australian Decorative and Fine Arts Society;
- Lots of groups would be interested in having community displays in the library if they had the space;
- All sorts of events could happen collaboratively if they had the space;

2.12.11 Promotion

- Wentworth Courier – but don't rely on it;
- Email lists are a cheap and effective way to communicate with people;
- Banners outside the libraries;
- Direct mail to librarians in the schools;
- Remember word of mouth;
- Library needs a higher profile;
- Promotion can be about engineering opportunities to get people through the door – they don't always have to be purely library related;
- Wentworth Courier – most people at least glance through it;
- Noticeboards;
- Mayor's column in the Wentworth Courier;
- Not sure why we would be promoting the service when it is at capacity now and cannot handle more;

2.12.12 Strategies for Non-users

- Keep current with what people want in the collections;
- Waverley has a much better collection for children;
- By all means keep the existing libraries but Woollahra needs a state of the art facility in the shopping centre;
- Look at a range of options for better space;
- Make it more like a bookshop;
- It needs to be light and bright;
- People will come when there is more space and more activities;

2.12.13 Best things

- Staff;
- Variety of collections;
- The staff are very knowledgeable and helpful;
- Some of the collections are impressive;
- The hours are quite reasonable;
- Holiday reading program for children;
- ILL

2.12.14 Things to Improve

- Parking;
- Space;
- Needs to look more inviting;
- Access by public transport;
- Access for disabled;
- Buildings – they are not suitable for use as library and limit the staff's ability to deliver the best service;
- Study centre;
- Noise control;
- Use different plastic covering on the books – it sticks;
- DVD's and CD's;
- Promotion;
- Need a coffee shop;
- Staff can be extremely snooty;
- Physical access improvement is a priority;
- Light and space;
- Speed of the internet machines;
- New signage;

2.13 Friends of the Library, Book Clubs representative and Historical Society.

Public consultation held at Redleaf with 16 participants.

2.13.1 Value and role of cultural facilities in the community

- To have fun;
- To bring people together;
- To build community spirit;
- Expand people's horizons;
- Education;
- Build tolerance;
- The library is a community resource;
- Resource for local history;
- The role of libraries will change as more electronic resources are in demand;
- People will not use libraries as much in the future;

2.13.2 Current needs

- Terrific – they will get you any book you want;
- I like dealing with a person – not with a computer;

2.13.3 Hours

- We are all used to the hours and work with them;
- The hours for the local history library are not always suitable;
- Broader hours are needed for the local history library so that people can use it on weekends;
- Hours at Watson's Bay are reasonable for a small facility.

2.13.4 Physical Access

- Parking is a nightmare at Double Bay;
- A lift is necessary – you don't need to be disabled to find the stairs daunting;
- The co-location with the park is wonderful;
- I use Waverley because of the parking and because it is near the shops;
- I want more space and light in the library;
- Parking is very limited;
- There is a car park at Redleaf but it is only for a short time frame and still it is a bit far to the library for older people with a load of books;
- I like that Waverley has rooms for different uses;
- The library is hampered by the lack of space – it is a triumph of the human spirit of the borrowers and the staff that it works well at all;
- I am appalled at how cramped everything is;

- Delightfully intimate and horribly cramped;
- There needs to be a decent study area for young people – that is why they go to Waverly.

2.13.5 Virtual Access

- Half the participants had access to the Internet at home;
- Libraries will continue to need to provide online services;
- Maybe the library could have an Internet café for tourists;
- Participants expressed some interest in using the online services;
- You need to have the skills to use the online databases;

2.13.6 Resources

- Woollahra has an excellent art and architecture collection;
- More tables and space needed to be able to browse the large books;
- More multiple copies of titles needed at times for book clubs;
- More taking books and large print books are needed;
- We need a good collection for ESL and learning difficulties;
- I go to Kogarah for CD's that I want.

2.13.7 Services

- I use the Internet at the library quite frequently – you have to book and this is quite a good arrangement;
- Funding is required for the local history library to do oral histories;
- Maybe we should be encouraging people to use the homebound service more and take the pressure off parking;

2.13.8 Programs and activities

- Writers and Readers gets 10 out of 10;
- We need more of everything because we have so many healthy active retirees;
- Anything they offer is a refuge from television;
- Gardening and craft related programs would be welcomed;
- Conversation group with morning tea;
- Language speakers could meet at the library.

2.13.9 Partnerships

- U3A;
- Schools.

2.13.10 Promotion

- There should be a community noticeboard in every shopping centre and then that could be used;
- Ensure that the schools are receiving the information;
- Wentworth Courier but be aware that not everyone reads it;
- Get to a few key people in groups and word of mouth will ensure the information gets out;

2.13.11 Strategies for Non-users

- Fix the physical access elements and people will be more likely to use the library;
- You need to ensure that the library has the books people want to read;

2.13.12 Best things

- Staff;
- Types of books;
- Ambiance;
- The position – view and park;

2.13.13 Things to Improve

- Parking;
- Space – so much of the collection in the stack because of lack of space;
- Access;
- More PC's and a larger study centre.

2.14 Staff Consultation 1

2.14.1 Role / Purpose of Library

- Community centre – gives heart – social interaction / contact
- Providing services
 - meeting needs
 - research, meet information needs / study
- Recreational reading – reading for pleasure – access to literature
- Events/ Programs – unique – some things we provide no-one else provides eg: HSC
 - supporting community
 - writer – readers
 - support literacy e.g.: Summer Reading Club
- Access to online content / Internet / technology
- Equity and access
- Special needs services
- Lack of public and staff facilities

2.14.2 Trends

- Use of Internet
- Increasing need to assist people use Internet
- Pace of change in technology
 - self-check facilities
 - fax facilities
- High community expectations
 - expect we are cutting edge
 - answers to all questions
- High focus on programming and events
- Promotion and external events
 - calendar e.g. Law Week
 - what's on
 - special topic promotions
 - promote collections
 - reaching out more
- More families (babies / grandchildren and grandparents as carers)
- Changes in CALD
 - more Chinese
 - traditional Europeans are English speakers
 - South Africans
- Gaps - 30-45 not coming in
- Not getting school libraries in (number of private schools)
- Strong pre-school demographic (COFA kids in)
- Number of international students – have ESOL and ESI (advanced)

2.14.3 Constraints

- Space
- Parking
- Access – disability, strollers / stairs in library
- Age of building / condition
- Concrete cancer
- Non-purpose built
- Collection cannot be displayed / stored
- Height of shelves
- No of security

- Lack of collection security
- Poor environment for staff
- Poor ambience deters use – eg: program attendance
- Lack of display space / lockers etc
- No opportunity for café

2.14.4 New / Expanded Roles

- Increased focus on ESOL
- Closer ties with schools – partnership (break down perception of 'competition')
- Educate people in technology / Internet use (particularly seniors)
- Provide quiet study space
- Provide meeting rooms / training rooms
- Provide more computers for public use
- More social space

2.14.5 What We Could Do Better

- Provide adequate staffing levels
- Opening hours – Sunday
 - Watsons Bay
 - Paddington
- Displays / exhibition – Local History
- Access to / closed stack / open access – 1 person responsible at a branch
- Weeding
- Reference desk
- Stocktake
- Promotion / marketing
- Wayfinding – internal / external
- Provide much better technology
- More public access computers
- More inviting space
- More flexible shelving
- Permanent book sales
- Changes for some services
- Social space
- Review fees and charges
- Telephone – two lines / Secretary – staff training
- OHS
- Better communication with council eg: on our services etc.

2.14.6 We Do Well

- Customer focused staff
- Collections
- Collection – unique collections – meeting needs
 - art / music / CD / DVD / Australian literature
- We listen to our community
- Aspect (eg: pre-school / book clubs / Premier Reading Challenge)
- Events – programs for children
- Teamwork – support Council staff
- Staff
 - support each other
 - staff knowledge
 - friendly staff
- Offer technology (within constraints) – online database
- Reference services
 - timely responses
 - online photos
- Local History
- Website
 - access via catalogue
 - collections
- Good opening hours

- Borrower requests – purchases
- Housebound Services
- ILL's / reservations
- Phone services / inter-branch loans / access

2.14.7 Criteria For Location

- Public transport
- Co-location with shopping / retail / or community facilities
- Parking
- Harbour view
- Open space – inside and out
- Near schools
- Where population is
- Room for expansion
- Disability access
- Adequate public facilities

2.14.8 Ideal Library

- Secure collections
- Computer room technology
 - adequate numbers of PC's and photocopiers – state of the art
- Good wayfinding
- Purpose built
- Children's areas
- Unified desk approach
- Secure building
- Adequate staff
- User friendly
- Efficient processes
- Young adult areas
- Adequate facilities – staff and public
- Logical collection housing - \$ relevant / attractive and up-to-date
- Work space for staff
- Single level / access to other levels
- Local History
- Stack new library – open shelves
- Study space
 - group and individual
 - noisy / quiet
- Meeting rooms
 - 2 to 20 people
 - a/v facilities – sound recording
 - staff use
- Shelving height to standards
- Social space
 - lounge areas
 - café
- Display space – newspaper, magazine display / browsing

2.14.9 Virtual

- Automated booking system
- Self check – RFD / barcodes
- Automated stocktake – portable barcode readers
- ILL on system – integrated
- E-books
- Better integration with Finance
- Shared information on use of online information
- Marketing of online databases – education re: online databases
- Digitisation of Local History – maps / images

Group	Suggestion	Service Delivery
Children / young families	<ul style="list-style-type: none"> • Offer children's space / more friendly / soft areas • MacDonal's playground (symbolically) • Purpose built / safe area 	Children's Programs Children's Resources
Young adults	<ul style="list-style-type: none"> • i-Tunes on computer • RSSV / music / audio • Technology room • Playstations / gaming • Study room 	Youth Programs Youth Resources
Time poor	<ul style="list-style-type: none"> • Promotion of access e.g. virtual • Opening hours • Better collection 	<ul style="list-style-type: none"> • Alternative forms of delivery • e-books / download kiosks • Overdrive / golf cart • Expense fee for service • Drop off points – Mobile service • Ferry • Audio books / CD's / DVD's
Aged – Active	<ul style="list-style-type: none"> • Online – learning – informal / U3A – basic course eg: shares / retirement / Will / tax 	Servicing nursing homes and retirement villages
Aged – Frail	<ul style="list-style-type: none"> • Audio-read • Housebound • Access / social space 	

2.15 Staff Consultation 2

2.15.1 Trends

- Increased sharing of resources
- Increased expectation to provide events
- Increasing need to find efficiencies to make better use of money
- Increased number of people retiring
 - potential for increased leisure
 - potential for increased utilisation
- Increased cost in resources
- Trend to obtaining online only – pushing serial / book prices up
- Trend to user pays
- Trend to online services – remote access
- People's need to engage – “Some people just ring up to talk”
- Trend to visual literacy for children
- Trend to support curriculum – closer support for schools
- Increased demand to support Heritage legislation
 - increased research
 - increased use of centre
- Trend to ageing population in LGA
- Trend towards consortia based procurement / service provision
- Pace of change in technology
- People come for more than just books – content in different formats – DVD's etc.
- Change in way people use resources – eg: podcasting ASC lectures
- Higher aspirations for children to succeed (plus a lot of pressure)

2.15.2 Role / Purpose / Value

- Develop literacy – information, ESL, technical, early childhood
- Help people find information
- To assist – how to do, how to find – access to professional information navigators
- Free place for entertainment / recreation
- Education – supporting life-long learning

- Community information
- Relevant collection to borrow
- Provide special needs services
- Democratic right to information
- Equitable access
- Meeting place – community engagement – break down isolation
- Access to online content and technology
- Children’s development

2.15.3 We Do Well

- Collection
- Customer service
- Delivery of online services
- Events
- Home Library Service
- Community information
- Do really well with what we have
- Local studies
- Children’s activities
- Willing to try new things
- Communication between staff
- Overall professional service
- Keeping up to date with what people want

2.15.4 We Need To Improve

- Space
- Access
 - parking
 - physical access
 - shelf heights
- OHS
- More regular liaison with schools etc.
- Signage (internal / external)
- Lighting
- Cleanliness
- Study areas
- Environment suited to needs for staff and customers
- Seating needs
- Meeting rooms
- Speed of computers / numbers – technology
- Strategic and long term planning – being more pro-active
- Policy and procedure
- Adequately resourced training rooms for staff and customers – dedicated resources
- Work flows
- Structure and dislocation of work flow
- Collection management – stocktake, weeding selection / acquisition processes
- Proper returns area

2.15.5 Ideal Library

- Welcoming space
 - Colour
 - Light
 - Lounge areas
 - Coffee
- Links to other community facilities
- Information pods
- Clear directions to functions / signage, noticeboards – community messaging
- Security for collection and staff
- A/V area
- Functional and dedicated staff area
- Dedicated zones

- Computers
- Study areas
- Meeting rooms
- Children's spaces
- Youth spaces
- Accessible
- Local studies
- Self-services – loans / returns
- Central location
- Adequate staff
- Good lighting
- Outdoor space

2.15.6 Criteria For Location

- Proximity to public transport
- Access to adequate parking
- Co-location / proximity to community services / shopping centres – where people go
- Attractive aspect
- Adequate space to house collections / deliver services / staff
- Expansion space
- Strategically located
- Visible
- Central to population density

2.15.7 Local History

- Increased time to do research, housekeeping, indexing etc.
 - Webpage – Local History

2.15.8 Programs / Events / Outreach

- More support for better planning – pro-active – calendar year ahead
- More outreach programs for pre-schools etc.
- Dedicated space for events

2.15.9 Marketing

- More community awareness

2.15.10 Other Roles / Alternative Ways Of Doing Things

- Information literacy classes
- Staff capacity – high expectation for staff to be knowledgeable
- Interacting with customers via new technology
 - Blogging
 - Email overdues
 - sms
 - Online newsletters
 - RSS
- Focus on customer service – keeping up with trends
 - reduced barriers (desks)
 - attitude of business focus
 - staff more available to customers
- Classes for a range of topics – information literacy and learning
- Stronger liaison with other providers
- RFID
- Creative thinking re: delivery of services eg: golf cart at Manly
- Understood what business we are in – pro-active customer service
- Going out to community – eg: pre-schools – increased liaison
- More Local History content on web

2.15.11 Access

- Opening hours – need to review

- Seasonal eg: summer time
- Hours – earlier opening hours
- Better utilisation of staff
- Watsons Bay – open a morning (Saturday morning?)
- Paddington – open earlier, Wednesday morning, and an evening

2.15.12 Physical Access

- Lack of access to Double Bay upstairs
- Parking
- Poor public transport at Double Bay and Watsons Bay
- Double Bay shelving height, aisle width
- Shelves over-crowded
- Stack / Local History not accessible
- Signage
- Moving collections between annexe and Double Bay
- Access for Home Library Service
- Trolleys

2.15.13 Circulation

- Physical / work flow / returns / checkouts differentiated
- Procedures for circulation
- Review of policy on fines
- Review functionality of LMS
- “Fix it” at desk – expand scope for duties at desk
- Inter-branch transfers – status reflects reality
- A lot of double-handling
- Reservations / holds / pick-up process
- Weeding of stock – lack of space
- Delivery (inter-branch) – no room at desk

2.15.14 Collection Management

- Policy development / needs analysis – Collection Development Policy and procedure development
 - Censorship
 - Selection
- Stocktake
- Formats for selection
- Collection Development Librarian
- Look at all sources –> outcomes
- Customer feedback mechanisms – feedback on purchase request

2.15.15 Reference / Information

- High visibility for service – desk location
- Designated areas
 - Research areas
 - Private areas etc.
- Backlog of catalogues, indexing of Local History
- Integrate Local History and reference

2.16 Staff Consultation 3

2.16.1 Programming

- Lifelong learning - School
- Community Engagement
- Outreach

2.16.2 Social Spaces

- Coffee shop
- Lounge/living room environment
- Comfort
- Recreation/Leisure

2.16.3 Technology

- Intranet
- Gaming
- Computers
- Downloads
- Comms
- Wireless
- Self-check
- Model with IT help desk

2.16.4 Access - Service Delivery

- Physical
- Online Access
- Transport
- Technology
- Opening hours
- Location
- Space (for collection and services)
- Parking

2.16.5 Marketing

- Promotion
- Branding
- Communication
- Perceptions

2.16.6 Service Delivery

- Lending
- Reference – ILL
- Online
- Ease of use
- Customer Service
- Corporate role?

2.16.7 Accommodation

- Size
- Space
- Light
- Ambience
- Themed space zones
- Returns clutter
- For target groups
- Conflicting needs
- Staff accommodation

2.16.8 Heritage / History

- Access
- Online content

2.16.9 Needs Analysis

- Overarching key areas

2.16.10 Partnerships

- ABCD
- Service providers
- Rovers – more staff on floor than behind desk

2.16.11 Service Support

- Staff development
- Technological support
- Continuous improvement
- Procurement
- Processing
- OH&S environment
- Staff numbers and capacity

2.16.12 Collection

- Support services
- Housing
- Discovery
- Awareness
- Layout
- Content
- Mix
- HLS
- Condition
- Amount
- Stack?
- Online

2.16.13 Strategies

Strategy	Timing
Develop HSC collection and school partnerships	Short Term – 1-3 years
Float collections	Short Term – 1-3 years
Standardise collections	Short Term – 1-3 years
Profile users / non – users community	Short Term – 1-3 years Long Term – 5-10 years
Develop collection and collection mix based on profile	Short Term – 1-3 years Long Term – 5-10 years
Develop zone / themes, more attractive housing	Short Term – 1-3 years
Implement weeding guidelines	
Review stack	Short Term – 1-3 years
Delete stack	Medium Term - 3-5 years
Develop online resources	Short Term – 1-3 years
Develop corporate library collection	Medium Term – 3-5 years

2.16.14 Support

- Housing
- Discovery
- Awareness
- Layout
- Content
- Mix
- Condition
- Amount
- Stack
- Online

2.16.15 Community Engagement and Social Spaces

Strategy	Timing
Develop / partner / facilitate community and cultural events for identified target and interest groups.	Short Term – 1-3 years
Facilitate community display events in the library.	Short Term – 1-3 years
Provide community lounge and social spaces at Paddington Library.	Short Term – 1-3 years
Use garden space for events / community engagement (space resource).	Short Term – 1-3 years
Develop recreation strategy for target groups: youth, older persons etc.	Short Term – 1-3 years
Identify and implement opportunities for outreach for specific target groups in identified locations.	Short Term – 1-3 years
Develop strategy to meet community development objectives linking in with other agencies and groups.	Short Term – 1-3 years

2.16.16 Lifelong Learning

Strategy	Timing
Facilitate learning in the community through linking collections, programs and events.	Short Term – 1-3 years
Develop learning lounges – pilot in Paddington.	Short Term – 1-3 years Medium Term – 3-5 years
Partner with other providers to provide learning.	Short Term – 1-3 years Medium Term – 3-5 years
Provide self-paced online learning packages and access links.	Short Term – 1-3 years
Partner adjoining libraries in delivering lifelong learning.	Short Term – 1-3 years

2.16.17 Accommodation

Strategy	Timing
Install lift.	
Re-organise entry to return, open hold area, pools desk area at Double Bay.	Short Term – 1-3 years
Develop and implement improved layout and theme areas (all libraries).	Short Term – 1-3 years
Review Watson's Bay location – cost benefit etc. e.g move to café.	Short Term – 1-3 years
Develop functional needs brief for Double Bay library.	Short Term – 1-3 years
Provide new central library (2,400 sqm) in Double Bay according to (2).	Medium Term – 3-5 years
Implement self-checks at Double Bay and Paddington.	Short Term – 1-3 years
Identify and move selected office space out of Double Bay.	Short Term – 1-3 years
Relocate HLS (Home lab service).	Short Term – 1-3 years
Review layout of Sh. Hall.	
Relocate local library to top level of St Brigids.	
Provide Under 5 years space on bottom level in partnership with new agencies / volunteers.	

2.16.18 Partnerships

Strategy	Timing
Identify and develop partners to deliver / facilitate programs, events, to schools, clubs, etc.	Short Term – 1-3 years
Identify the assets (human and built) in the community for cooperative activity to provide complementary service delivery.	Short Term – 1-3 years
Identify opportunities to partner with other LGs and agencies to improve procurement, service delivery and promotion.	Short Term – 1-3 years
Investigate opportunities for direct delivery, just in time service delivery: nursing homes, Schools, Comm. Centres, Retail.	
More well defined partnerships with IT helpdesk.	

2.16.19 Service Delivery and Support

Strategy	Timing
Review and amend opening hours in consultation with community at all points.	Short Term – 1-3 years
Ensure ongoing focus on excellence in customer service.	
Implement existing technologies to improve circulation	Short Term – 1-3 years
Streamline reservations, holds and inter-library loans and delivery processes: <ol style="list-style-type: none"> I. De-centralisation II. Holds on open access III. Self-service migration IV. LMS maximised V. Email/sms notification VI. Delete facility of reservations of items on shelf 	Short Term – 1-3 years
Develop online transactions and services	
Implement proactive customer service – more staff on the floor; floor walkers.	
Develop service delivery for corporate library.	Short Term – 1-3 years
Integrate corporate library and heritage centre.	Short Term – 1-3 years
Implement streamlined procurement model.	Short Term – 1-3 years
Set up team based continuous improvement.	Short Term – 1-3 years

2.16.20 Service Delivery and Support

Strategy	Timing
Develop and implement staff training and skills maintenance program lining in with Council, State Library, and other agencies.	Short Term – 1-3 years
Ensure technology facilitates service delivery in partnership with Council, IT and external providers: <ol style="list-style-type: none"> I. Computers II. Speed III. Service agreement etc. 	Short Term – 1-3 years - ongoing
Develop forward workforce plan identifying staff and skill requirement.	Short Term – 1-3 years
Provide a structure to enable the strategy.	Short Term – 1-3 years
Work with OH&S Committee to address OH&S concerns	Short Term – 1-3 years - ongoing
Identify and deliver core Local History services through mainstream services.	
Delivery change management model and plan.	

2.16.21 Key Areas

- **Service Delivery- local history, customer service**
- **Marketing**
- **Collections including online content**
- **Technology**
- **Lifelong learning**
- **Partnerships**
- **Community engagement and outreach**
- **Accommodation and access**

2.16.22 Community and Cultural Engagement

- Review existing activities – eg. Writers and readers, tea topic, small sculpture prize, poets picnic, kids day out, people and pets day, youth photographic exhibit, cultural day / CALD
- Identify gaps and clarify objectives through consultation
- Review frequency and priorities
- Identify potential partnerships and further opportunities to develop additional cultural activities
- Identify opportunities to combine activities – Council/community
- Identify ways of building on existing community programs
- Identify neighbouring festivals and events and opportunities to cooperate
- Identify target groups, interest group needs, e.g. street festivals
- Develop community/ cultural calendar
- Set up selective evaluation criteria
- Identify opportunities to facilitate community programs and events to best use resources (community and staff)
- Explore opportunities to bring different cultures together to celebrate and share culture – link with food, dance, art, etc.
- Ensure inclusivity a basic principle and community/ communities engaged in planning and delivery
- Provide Harmony Day

2.16.23 Lifelong Learning

- Link with U3A and similar organisations
- Broaden concepts of writers and readers
- Facilitate 'information; seminars – eg. Climate change (socially relevant issues)
- Facilitate learning in specific interest areas – talks, booklists, weblinks, displays
- Facilitate informal opportunities for learning in conjunction with morning teas etc. target specific groups
- Engage younger people in planning programs
- Further promote 'Friends of the Library'
- Engage volunteers in the prep and delivery of programs
- Provide adequate computer resources to facilitate learning online
- Explore option of 'Living Books'
- Provide/facilitate information literacy skills in computer
- Provide adequate space for learning (e.g. learning lounge)

2.16.24 Accommodation and Access

- Provide new library at Double Bay – develop vision, identify benefits
- Provide Heritage Centre on top floor of St Brigids – provide research space
- Provide some cultural / meeting space at St Brigids
- Consider fee for service delivery of items (account lifelong learning)-> time poor
- Provide children's space on ground floor of St Brigids (programming) early literacy space/ young families; targeted opening hours
- Outside reading area
- Target collections and services at Watsons Bay and Paddington
- Consider alternative location/s for Watsons Bay

2.16.25 Accommodation

- Rejuvenate Paddington – lounge area, etc.
- Capitalize on precinct in Paddington and new development
- Review alternate use of St Brigids

2.16.26 Collections

- Develop provide of community needs and map content of collection to needs
- Promote existing online content

2.16.27 Marketing

- Develop marketing plan – collections, services, events, facilities

2.16.28 Technology and Virtual Library

- Develop forward technology plan identifying impacts of emerging technologies
- *Short-term*: improve enabling technology – self check technology, comms – personalised profile, content –overdue sms/email

2.16.29 Local History

- Make Heritage Centre visible, accessible, attractive
- Promote services
- Rejuvenate service delivery model for Heritage Centre
 1. Exhibit program
 2. Digitisation of photos
 3. Volunteers

2.16.30 Space

- Incorporate in short-term / long-term planning social space such as:
 1. Café
 2. Garden space
 3. Community lounge room space
 4. Spaces for specialists/learning
 5. Comfortable spaces
 6. Lounge room
 7. Meeting rooms
 8. Study rooms
- Theme/zone collections
- Engaging community in display

2.17 Council Managers

2.17.1 Role / Purpose

- Collects Local History (community and staff)
- Supports learning needs across community
- Neutral space – safe space – no attachment to powers that be
- Assists in research / current information / supports Corporate information e.g.: standards
- Activity for community / great interface between Council and community
- Collection point for information – knowledge base of cultural activities
- Information dissemination point
 - Display / exhibition
 - EIS
- Entertainment – recreational role
- Children's services – developing literacy
- Housebound service – special needs – equity of services
- Access to Information Technology

2.17.2 Trends

- Technology
 - Internet
 - e-Books
 - Increased access to computers in library
 - Online access
- Coffee shops in libraries
- Changes in formats – DVD's / talking books – for different age groups
- Less shopfront libraries and more well resourced libraries – aggregation of facilities
- Resource sharing / cost sharing
- Co-location with busy hubs

- Demand for recency of information – “want it now” / don't want to wait
- Leisure time in Woollahra – ageing population
- High proportion of aged and early childhood
- Increased attraction of youth to modern attractive libraries
- People look for libraries to be beyond books
- More active in community engagement

2.17.3 New / Expanded Roles

- Community programming – events / programs – cultural / social
- Children's area – expand services / role – link in with other services eg: OOSH Vacation Care
- Resolve access issues
- Increase online content
- Training – fee for service (brokered or staff)
- Better coordination across Council activities / events
- Council services through libraries

2.17.4 Local History

- Housebound
- Activity / information books – readers' advice
- Service to staff
- Online database
- IT systems – LMS / Internet
- Doing well with what they have
- Customer service
- Being there to help
- Assisting to search for information
- Activities / events

2.17.5 Suggestions

- Promote library internally
- Promote
- More resources
 - Magazines
 - Broader range
 - Sports magazines
- Broader range of DVD's – lots of English traditional
- Training (plus a training room)
- Use garden more
- New procurement model
- Weeding – using LMS

2.17.6 Partnerships

- Regional co-operation
- Schools
- Groups and organisations – Westfield
- Better integration across Council re: other services / events / programs
- Link in with cultural expression / museum etc.

2.17.7 Ideal Library

- Access
 - Parking
 - Transport
 - Physical access
 - Shelf-heights
 - Shelf layout
- Meeting places
- Self-check facilities
- Coffee shop
- Homely / comfortable / themed collections

- Download books to computer
- Staff see themselves as part of whole (Council)
- Adaptive space
- Secure children’s play area
- Attractive aspect
- Special needs services – Housebound etc.
- Youth space – boxes
- Delivery direct to door for fee

2.17.8 Opportunities

- New building
- Accessible location
- Space for collections / activities / technology
- Programs and events e.g.: movie nights
- Use the garden – interim
- Commercial return – coffee shop etc.
- Room for hire – meeting space (community)
- Working in with schools more effectively
- Create youth friendly space

Target group	Opportunities
Children / young families	<ul style="list-style-type: none"> • Space for mothers and young kids meeting • Contributing to providing support networks for young mums with other organisations • Parents room / pram parking • Play area – where mothers could watch children play • Toy library
Youth – 12-16 / 17-24	<ul style="list-style-type: none"> • Music • Visual form • Games • DVD’s • Technology • Creative space • Art space
Time poor	<ul style="list-style-type: none"> • Online access • Business summaries • Specialist collections related to work • Content around interests
Active aged	<ul style="list-style-type: none"> • Meeting spaces • Programs • Informal learning / talks • Partnerships with interest groups
Frail aged	<ul style="list-style-type: none"> • Special needs services • Access – transport / community transport • Intergenerational space • Meeting spaces • Programs • Informal learning / talks • Partnerships with interest groups • Encourage interaction

2.18 General Manager and Directors Group

2.18.1 Role / Value / Purpose

- Respite / research – academic – supporting learning and research
- Meeting place
- Formal and informal learning
- A place of local information
 - Local History / heritage

- Woollahra unique in its history – nationally significant
- Meets broad range of needs / age groups
- Access text and online

2.18.2 Trends

- Online purchasing of books (Amazon)
- Online access to information
- Development of Private School libraries – information on respective utilisation
- Changing population – older persons
- Diversity of the medium – CD / DVD / MP3 (downloadable) / online resources / talking books
- Decline in use of NF – especially JNF
- Increased number of single person families – impacts on socialisation opportunities
- Disposable income increasing
- Increased programming in libraries
- Increased interest in literacy

2.18.3 New Roles

- Place to get a cup of coffee
- Use technology more effectively
 - Self-check technology
 - Wireless
 - Technology room
- Access to other Council services

2.18.4 Opportunities

- Returning Woollahra residents to Woollahra libraries
- Separate services / facilities
- Use library more effectively internally
 - Complex issues
 - Corporate library role
 - Promote more
- Preserve some aspects of service – e.g. accept that may not get full efficiencies but break up services – look at opportunities for segmentation
- Concept of reading garden
- Online history
- Recognise potential threats – e.g. assumptions of use demonstrate why we would have services / facilities
- Stock requirement for new library – increased utilisation

3. Appendix A: Cross Tabulations

The following tables present the results of the research by selected multi-variate cross tabulations.

Analysis was undertaken based on a selection of the following demographic classifications: Age.

3.1 Satisfaction with Library Services

Table 7a.1: How satisfied are you with the services provided at most used branch by Age Group?

Service	15-24 years	25-44 yrs	45-64yrs	65 + yrs	Total
Location of Library	4.59	4.59	4.37	4.44	4.49
Atmosphere & surrounds	4.15	4.24	4.15	4.63	4.28
Customer service/helpfulness of staff	4.16	4.15	4.24	4.33	4.22
Children's collection & programs	3.94	4.07	3.90	4.20	4.04
Opening hours	3.52	3.92	4.18	4.23	4.02
Specialist collections	3.77	3.94	4.03	4.14	4.00
Magazines, newspapers, periodicals	3.73	3.84	3.98	4.14	3.95
Home Library Service	2.80	4.06	3.89	4.19	3.93
Quality of collection	4.05	3.85	3.87	4.13	3.93
Access to lib resources via cat/online	3.81	3.89	3.83	4.14	3.91
Non-fiction	3.79	3.85	3.87	4.00	3.88
Fiction inc popular titles & bestsellers	4.00	3.65	3.96	4.03	3.86
Young adult collection	3.77	3.69	3.96	4.05	3.85
Online research resources	3.77	3.87	3.81	3.87	3.84
Range of library cultural program/events	3.67	3.79	3.79	3.97	3.83
Access to technology	3.57	3.49	3.70	4.04	3.66
Size of library and space available	3.64	3.68	3.40	3.71	3.59
Videos, CDs, DVDs	3.20	3.45	3.44	4.20	3.56
Access to facilities	3.22	3.37	3.49	4.07	3.53
Physical access	3.60	3.58	3.14	3.37	3.42
Access to parking	3.24	2.48	2.62	2.97	2.69

Source: AECgroup

Table 11.1: Facilities or services that would encourage non-users to use a Woollahra Library by Age Group

Service	15-24 years	25-44 yrs	45-64yrs	65 + yrs	Total
Good Location	9.1%	24.0%	23.8%	17.1%	20.9%
Proximity to home	4.5%	18.7%	14.3%	9.8%	13.9%
Proximity to work	4.5%	5.3%	4.8%	2.4%	4.5%
Proximity to school / education facility	0.0%	4.0%	3.2%	0.0%	2.5%
Proximity to shopping	0.0%	2.7%	4.8%	0.0%	2.5%
Other	0.0%	5.3%	6.3%	4.9%	5.0%
Convenient transport / parking options	27.3%	40.0%	41.3%	43.9%	39.8%
Better / Specialist collection	13.6%	33.3%	11.1%	4.9%	18.4%
Services	18.2%	29.3%	15.9%	17.1%	21.4%
Internet Access	9.1%	17.3%	11.1%	7.3%	12.4%
Newspapers / Magazines	9.1%	12.0%	7.9%	2.4%	8.5%
Programs / Events	4.5%	13.3%	6.3%	9.8%	9.5%
Collections	9.1%	8.0%	4.8%	4.9%	6.5%
Information / Help Desk	0.0%	5.3%	4.8%	2.4%	4.0%
Other	4.5%	5.3%	1.6%	9.8%	5.0%
Attractive layout/atmosphere	13.6%	20.0%	12.7%	2.4%	13.4%
Opening hour	18.2%	24.0%	15.9%	0.0%	15.9%
Coffee Shop at the library	4.5%	25.3%	36.5%	22.0%	25.9%
Access to courses and informal learning	9.1%	14.7%	20.6%	14.6%	15.9%
More social meeting spaces at the library	18.2%	24.0%	19.0%	7.3%	18.4%
Study/research facilities at the library	22.7%	20.0%	14.3%	4.9%	15.4%

Source: AECgroup

4. Appendix B: Verbatim Responses

Table 1d: Other Specified Community Programs & Activities

Response	Count	Prop. (%) *
Arts and Culture	48	41.0%
Art Exhibitions/Programs	11	9.4%
Library programs	6	5.1%
<i>Author talks</i>	1	0.9%
<i>Mobile Library</i>	1	0.9%
Theatre	3	2.6%
Market Days	3	2.6%
<i>Street markets</i>	2	1.7%
<i>Garage sales</i>	3	2.6%
Street Festivals	5	4.3%
<i>Street Christmas Party</i>	2	1.7%
Cycling events	1	0.9%
Multicultural	5	4.3%
<i>Multicultural celebrations</i>	1	0.9%
<i>Food Festival and Tasting</i>	1	0.9%
<i>Scottish and British Programs</i>	1	0.9%
<i>Language lessons</i>	1	0.9%
<i>Arab and aboriginal to break down prejudices.</i>	1	0.9%
Open air cinemas/concerts/music	9	7.7%
Networking/social activities/event	3	2.6%
Film Festivals	2	1.7%
Environment	24	20.5%
Water/tree conservation/learning programs	6	5.1%
Environmental projects	3	2.6%
Community Garden	4	3.4%
Clean-up/Recycling Days	10	8.5%
Gardening courses	1	0.9%
Elderly/Seniors/Pensioners	18	15.4%
Health talks	4	3.4%
Exercise	2	1.7%
Internet Classes	1	0.9%
Activities for elderly	1	0.9%
Free shuttle buses to shopping centres	3	2.6%
Sport-programs	11	9.4%
Swimming awareness	1	0.9%
Promoting local sports clubs	1	0.9%
Discussions and Debates	5	4.3%
Face to face with Council Members	2	1.7%
Children	9	7.7%
Theatre/Street Puppetry	1	0.9%
Writing workshops	1	0.9%
Toy library	2	1.7%
Children's crafts	1	0.9%
Youth/Teenagers	5	4.3%
Activities to meet others /socialize / interact	2	1.7%
Local History Activities/Programs	4	3.4%
Disabled/Handicapped	3	2.6%
Facilities/Shuttle buses	3	2.6%
Health Seminars	2	1.7%
Parenting courses	3	2.6%
Animal programs/shows	2	1.7%
Other responses	9	7.7%
Any activities that actually occur	3	2.6%
Residential parking	3	2.6%
Street lighting important	1	0.9%
Fireworks in Rose Bay	1	0.9%
Better park facilities/shades/BBQ areas	1	0.9%

Source: AECgroup Survey (2007)

Note: Out of Total = 117 respondents

Note: * Multiple response question so proportions may not sum to 100%

4.1 Library Users

Table 7a.a: How satisfied are you with 'location of library' provided at your most preferred branch – Other

Response	Count	Prop. (%) *
Lack of / no parking	12	6.0%
Difficult access	3	1.5%
<i>Elderly/Disabled</i>	1	0.5%
<i>Stairs</i>	1	0.5%
<i>Too far to walk</i>	1	0.5%
Needs to be closer to shops	1	0.5%
Too busy outside	1	0.5%
Other responses	2	1.0%
<i>Did not know Woollahra had other branches</i>	1	0.5%
<i>Not very good</i>	1	0.5%

Source: AECgroup Survey (2007)

Note: Out of Total = 201 Woollahra Library Users

Table 7a.b: How satisfied are you with 'size and space' provided at your most preferred branch – Other

Response	Count	Prop. (%) *
Size of Library (general)	48	23.9%
<i>Too small/cramped</i>	48	23.9%
Study area	3	1.5%
<i>No study areas</i>	2	1.0%
<i>Not enough desk space</i>	1	0.5%
Lack of reading areas	2	1.0%
Children's area	2	1.0%
<i>Children's area</i>	1	0.5%
<i>Open space available on children's library level</i>	1	0.5%
Resources related	3	1.5%
<i>Inadequate resources - limited range of books in the library</i>	1	0.5%
<i>Inadequate resources - need more computers</i>	1	0.5%
<i>Keeping periodicals together</i>	1	0.5%
Other responses	9	4.5%
<i>Computer keyboards too loud</i>	1	0.5%
<i>A bit old and antiquated</i>	1	0.5%
<i>Library is beautiful but expanding would be a problem if it would ruin things</i>	1	0.5%
<i>Parking need to be available</i>	1	0.5%
<i>Need knocking down</i>	1	0.5%
<i>Not good</i>	1	0.5%
<i>Not enough funding</i>	1	0.5%
<i>Good if we had another one</i>	1	0.5%
<i>Visual art spaces</i>	1	0.5%

Source: AECgroup Survey (2007)

Note: Out of Total = 201 Woollahra Library Users

Table 7a.c: How satisfied are you with 'opening hours provided at your most preferred branch – Other

Response	Count	Prop. (%) *
Weekends	20	10.0%
<i>Longer openings on Saturday</i>	3	1.5%
<i>Open on Sunday</i>	9	4.5%
<i>Extend weekend hours</i>	8	4.0%
Extending Hours	7	3.5%
Extending Evenings	7	3.5%
Other responses	4	2.0%
<i>Would be better if it was more accessible for working people</i>	1	0.5%
<i>Computers should be switched off only 5 minutes before closing time</i>	1	0.5%
<i>I study till 7:00 at night- uni student</i>	1	0.5%
<i>Before closing time, half an hour is too long</i>	1	0.5%

Source: AECgroup Survey (2007)

Note: Out of Total = 201 Woollahra Library Users, 8 'Other' respondents

Table 7a.d: How satisfied are you with 'access to technology' provided at your most preferred branch – Other

Response	Count	Prop. (%) *
More computers	21	10.4%
High printing costs	1	0.5%
Better Internet	1	0.5%
Keep up with emerging trends	1	0.5%
More technology	1	0.5%

Source: AECgroup Survey (2007)

Note: Out of Total = 201 Woollahra Library Users

Table 7a.e: How satisfied are you with 'collection provided at your most preferred branch – Other

Response	Count	Prop. (%) *
Collection (general)	26	12.9%
<i>Limited</i>	4	2.0%
<i>More diverse</i>	16	8.0%
<i>Updated</i>	5	2.5%
More Books	20	10.0%
Number	3	1.5%
Variety	8	4.0%
<i>More fiction</i>	1	0.5%
<i>More art books</i>	2	1.0%
<i>More Adult literature</i>	1	0.5%
<i>Update travel books</i>	1	0.5%
<i>More specialist areas</i>	1	0.5%
<i>More girls reading material- 6-8yr old</i>	1	0.5%
<i>More ancient history</i>	1	0.5%
Updated	1	0.5%
Multimedia	3	1.5%
DVD's	1	0.5%
<i>Updated</i>	1	0.5%
Video's	2	1.0%
<i>Poor Quality</i>	1	0.5%
<i>More variety</i>	1	0.5%
Other Responses		0.0%
<i>Need to be more informed about new books and resources</i>	1	0.5%
<i>small library</i>	1	0.5%
<i>Need to be organised into age groups- year level</i>	2	1.0%
<i>Needs improvement</i>	1	0.5%

Source: AECgroup Survey (2007)

Note: Out of Total = 201 Woollahra Library Users

Table 7a.f: How satisfied are you with 'fiction' provided at your most preferred branch – Other

Response	Count	Prop. (%) *
General	14	7.0%
Updated	4	2.0%
Need more	9	4.5%
Improvement	1	0.5%
More Sci-fi	1	0.5%
More Novels	1	0.5%
Best Sellers	1	0.5%
Improve Adult Fiction	1	0.5%
More Recent Releases	2	1.0%
Other Responses	2	1.0%
Lack of funding and patronage	1	0.5%
Really hard to find	1	0.5%

Source: AECgroup Survey (2007)

Note: Out of Total = 201 Woollahra Library Users

Table 7a.g: How satisfied are you with 'young adult collection' provided at your most preferred branch – Other

Response	Count	Prop. (%) *
Needs Expansion/Improvement	7	3.5%
More plays	1	0.5%
Preference for fiction collection	1	0.5%

Source: AECgroup Survey (2007)

Note: Out of Total = 201 Woollahra Library Users

Table 7a.h: How satisfied are you with 'specialist collection' provided at your most preferred branch – Other

Response	Count	Prop. (%) *
General	14	7.0%
Updated	4	2.0%
Need more	9	4.5%
Improvement	1	0.5%
More Sci-fi	1	0.5%
More Novels	1	0.5%
Best Sellers	1	0.5%
Improve Adult Fiction	1	0.5%
More Recent Releases	2	1.0%
Other Responses	2	1.0%
Lack of funding and patronage	1	0.5%
Really hard to find	1	0.5%

Source: AECgroup Survey (2007)

Note: Out of Total = 201 Woollahra Library Users

Table 7a.i: How satisfied are you with 'non-fiction' provided at your most preferred branch – Other

Response	Count	Prop. (%) *
Collection (general)	25	12.4%
<i>Limited</i>	4	2.0%
<i>More diverse</i>	16	8.0%
<i>Updated</i>	5	2.5%
More books	20	10.0%
<i>Number</i>	3	1.5%
<i>Variety</i>	8	4.0%
<i>More fiction</i>	1	0.5%
<i>More art books</i>	2	1.0%
<i>More Adult literature</i>	1	0.5%
<i>Update travel books</i>	1	0.5%
<i>More specialist areas</i>	1	0.5%
<i>More girls reading material- 6-8yr old</i>	1	0.5%
<i>More ancient history</i>	1	0.5%

Response	Count	Prop. (%) *
Updated	1	0.5%
Multimedia	3	1.5%
DVD's	1	0.5%
<i>Updated</i>	1	0.5%
Video's	2	1.0%
<i>Poor Quality</i>	1	0.5%
<i>More variety</i>	1	0.5%
Other Responses		0.0%
<i>Need to be more informed about new books and resources</i>	1	0.5%
<i>Small library</i>	1	0.5%
<i>Need to be organised into age groups- year level</i>	2	1.0%
<i>Needs improvement</i>	1	0.5%

Source: AECgroup Survey (2007)

Note: Out of Total = 201 Woollahra Library Users

Table 7a.j: How satisfied are you with 'online research resources' provided at your most preferred branch – Other

Response	Count	Prop. (%) *
General	6	3.0%
<i>Need more</i>	5	2.5%
<i>Update</i>	1	0.5%
Internet-slow	1	0.5%
Computers	2	1.0%
<i>More</i>	1	0.5%
<i>Courses</i>	1	0.5%
Other Responses	2	1.0%
<i>Unaware of what can be accessed online</i>	1	0.5%
<i>Should be able to access from home</i>	1	0.5%

Source: AECgroup Survey (2007)

Note: Out of Total = 201 Woollahra Library Users

Table 7a.k: How satisfied are you with 'children's collection and program' provided at your most preferred branch – Other

Response	Count	Prop. (%) *
More Resources	3	1.5%
Broaden Collection	1	0.5%
Needs Expansion	1	0.5%
Updated	1	0.5%
Author Talks/Illustrators	1	0.5%

Source: AECgroup Survey (2007)

Note: Out of Total = 201 Woollahra Library Users

Table 7a.l: How satisfied are you with 'audiovisual' provided at your most preferred branch – Other

Response	Count	Prop. (%) *
General	25	12.4%
<i>Outdated</i>	11	5.5%
<i>Poor</i>	1	0.5%
<i>Variety</i>	5	2.5%
<i>More</i>	8	4.0%
DVDs	4	2.0%
<i>Outdated</i>	1	0.5%
<i>Recent Releases</i>	1	0.5%
<i>Children DVD</i>	2	1.0%
Videos	1	0.5%
Outdated	1	0.5%
Other Responses	1	0.5%
<i>Hard to find anything- hard to search</i>	1	0.5%

Source: AECgroup Survey (2007)

Table 7a.m: How satisfied are you with 'magazine/newspapers/periodicals' provided at your most preferred branch – Other

Response	Count	Prop. (%) *
General	6	3.0%
<i>More</i>	1	0.5%
<i>Outdated</i>	2	1.0%
<i>Variety</i>	3	1.5%
Magazines	1	0.5%
<i>Not enough men's magazines</i>	1	0.5%
Periodicals	2	1.0%
<i>Outdated</i>	1	0.5%
<i>Variety</i>	1	0.5%
Other Responses	3	1.5%
<i>Woollahra doesn't have enough space - no reading area there</i>	1	0.5%
<i>Can't always find what you are looking for, service items costs \$3- might as well buy it</i>	1	0.5%
<i>Not aware of the full range of periodicals</i>	1	0.5%

Source: AECgroup Survey (2007)

Note: Out of Total = 201 Woollahra Library Users

Table 7a.n: How satisfied are you with 'access to library resources via catalogue/online' provided at your most preferred branch – Other

Response	Count	Prop. (%) *
User friendly	1	0.5%
Doesn't work	2	1.0%
Awareness of new books available	1	0.5%
More computers	1	0.5%
Need Access from Home	1	0.5%
Name of journals is online, would like to access the publications themselves	1	0.5%
Other - New Scientist, Mechanics, Men's Health	1	0.5%

Source: AECgroup Survey (2007)

Note: Out of Total = 201 Woollahra Library Users

Table 7a.o: How satisfied are you with 'cultural programs and events' provided at your most preferred branch – Other

Response	Count	Prop. (%) *
General	11	5.5%
<i>More cultural programs</i>	6	3.0%
<i>Improve</i>	1	0.5%
<i>More info</i>	4	2.0%
Children	1	0.5%
More readings	1	0.5%
Youth	1	0.5%
More youth programs	1	0.5%
Adults	2	1.0%
<i>Guest speakers</i>	1	0.5%
<i>Lectures and debates</i>	1	0.5%
Access to these events	1	0.5%
Other Comments	1	0.5%
No time to utilise	1	0.5%

Source: AECgroup Survey (2007)

Note: Out of Total = 201 Woollahra Library Users

Table 7a.p: How satisfied are you with 'home library service' provided at your most preferred branch – Other

Response	Count	Prop. (%) *
Awareness-did not know	2	1.0%
Excellent Service	1	0.5%
Maybe send the books to doctors	1	0.5%
Has to be easier to access to people	1	0.5%

Source: AECgroup Survey (2007)

Note: Out of Total = 201 Woollahra Library Users

Table 7a.q: How satisfied are you with 'customer service' provided at your most preferred branch – Other

Response	Count	Prop. (%) *
Rude	2	1.0%
Could be more helpful	3	1.5%
Could be more friendly	2	1.0%

Source: AECgroup Survey (2007)

Note: Out of Total = 201 Woollahra Library Users

Table 7a.r: How satisfied are you with 'atmosphere and surrounds' provided at your most preferred branch – Other

Response	Count	Prop. (%) *
Too old	32	15.9%
Too small/cramped	7	3.5%
Dull/Uninviting/Dirty	3	1.5%
Charming/Nice	3	1.5%
Needs renovation/revamp	2	1.0%
Improved Profile	2	1.0%
Very Poor/Looks Horrible	2	1.0%
Cluttered-too many advertisements etc	1	0.5%
Need for soundproof children's area	1	0.5%
Homeless people outside	1	0.5%
Other responses	2	1.0%
<i>A theatre should be added</i>	7	0.5%
<i>Library environment has been ruined due to the noise of keyboards</i>	7	0.5%

Source: AECgroup Survey (2007)

Note: Out of Total = 201 Woollahra Library Users

Table 7a.s: How satisfied are you with 'access to parking' provided at your most preferred branch – Other

Response	Count	Prop. (%) *
Not enough/needs more	31	15.4%
Terrible/Problem	26	12.9%
No Parking	7	3.5%
Walks	4	2.0%
Needs Improvement	3	1.5%
Not accessible	2	1.0%
Car park built/Library needs to be moved	2	1.0%
Difficult to park-parking spaces too small	1	0.5%
Stops them from using library	1	0.5%
Busy area	1	0.5%
More closer parking spaces needed	1	0.5%

Source: AECgroup Survey (2007)

Note: Out of Total = 201 Woollahra Library Users

Table 7a.t: How satisfied are you with 'access to facilities' provided at your most preferred branch – Other

Response	Count	Prop. (%) *
Unaware of any toilets	12	6.0%
Improved Toilets	4	2.0%
Closer toilets	4	2.0%
No toilets	7	3.5%
More toilets	2	1.0%
Antiquated/Primitive	3	1.5%
No disabled access to toilets	1	0.5%

Source: AECgroup Survey (2007)

Note: Out of Total = 201 Woollahra Library Users

Table 7a.u: How satisfied are you with 'physical access' provided at your most preferred branch – Other

Response	Count	Prop. (%) *
Poor/Difficult Access	14	7.0%
No Disabled Access	6	3.0%
Need for improved disabled access	1	0.5%
Too many stairs	3	1.5%
Inadequate ramps/wheelchair access	5	2.5%
Need more elderly friendly access	2	1.0%
Other responses	4	2.0%
Homeless man blocking wheelchair access	1	0.5%
Need automatic doors	2	1.0%
Bus stop should be moved around	1	0.5%

Source: AECgroup Survey (2007)

Note: Out of Total = 201 Woollahra Library Users

Table 8: What are some of the things you tell your friends about the library?

Response	Count	Prop. (%) *
Positive	158	78.6%
Atmosphere and surrounds	29	14.4%
Customer service	17	8.5%
Location	26	12.9%
Quality of Facilities	1	0.5%
Quality of Collection	6	3.0%
Range of Collection	7	3.5%
Good/excellent	11	5.5%
Charming	2	1.0%
Children's collection and programs	16	8.0%
Range of library cultural programs and events	2	1.0%
Book club	1	0.5%
Convenience	4	2.0%
Specialist Collections	1	0.5%
Australian literature	1	0.5%
Print Collection	1	0.5%
Non-fiction	1	0.5%
Access to technology	1	0.5%
Fiction including popular titles	2	1.0%
Young Adult collection	1	0.5%
Good for kids	5	2.5%
Size and space	1	0.5%
Quiet	4	2.0%
Good place to study	2	1.0%
Opening hours	2	1.0%
Very useful	1	0.5%
Efficient/Well run	2	1.0%
Very happy	2	1.0%
Quality of Resources	4	2.0%
Community related	1	0.5%
Friendly/welcoming	3	1.5%
Has all the local information you need	1	0.5%
Negative	34	16.9%
Access to Parking	5	2.5%
Range of Collection	3	1.5%
Access to collection	2	1.0%
Physical Access	2	1.0%
Size and space	10	5.0%
Access to information	1	0.5%
Access to technology	3	1.5%
Speed of internet	1	0.5%
Look of the building	1	0.5%
Poor for aged people	1	0.5%
Could be updated	2	1.0%
Opening hours	1	0.5%
Awareness	2	1.0%

Response	Count	Prop. (%) *
Other responses	23	11.4%
Not much/nothing	7	3.5%
Very forgiving	1	0.5%
Don't discuss	4	2.0%
Libraries are good for anyone. Everyone should go.	1	0.5%
Most people don't even know it exists	1	0.5%
Use it	2	1.0%
Waverley library has rooms and special sections for HSC students	1	0.5%
Waverly is better	1	0.5%
Go and read a book near one of the windows overlooking the harbour	1	0.5%
Goes with family	1	0.5%
What books I'm reading at the moment, etc.	1	0.5%
Councilors have no idea about what is going on in the community and the libraries	1	0.5%
We all like it, it's difficult for some people	1	0.5%

Note: Out of Total = 201 Woollahra Library Users

Note: * Multiple response question so proportions may not sum to 100%

Source: AECgroup Survey (2007)

4.2 Other Library Usage

Table 9b_11: Other Libraries Used?

Response	Count	Prop. (%) *
Redleaf Library	2	1.4%
Stanton Library	2	1.4%
Work Library	2	1.4%
Art Gallery of NSW	1	0.7%
Avalon Library	1	0.7%
Blue Mountains Library	1	0.7%
Bowral Library	1	0.7%
City - Bar Association Library	1	0.7%
East Garden	1	0.7%
Epping Library	1	0.7%
Holdsworth Library	1	0.7%
Legal Library	1	0.7%
Library at Sports Club	1	0.7%
Mitchell Library	1	0.7%
Royal Australian Historical Society Library	1	0.7%
North Sydney Library	1	0.7%
Private Library	1	0.7%
Redfern Library	1	0.7%
Rockdale Municipal Library	1	0.7%
The Royal United Service Institute	1	0.7%
Waterloo Library	1	0.7%
Rushcutters Bay Library	1	0.7%
Workers' Educational Association (WEA) Library	1	0.7%

Note: *Out of Total = 140 survey respondents

Source: AECgroup Survey (2007)

Table 9c_7: Other Libraries Offering Additional Services/Conveniences

Response	Non-Users	Users	Prop. (%) *
More space	0.7%	11.4%	10.7%
Larger library	0.0%	4.3%	4.3%
Larger space	0.0%	2.9%	4.3%
More study space	0.0%	2.9%	2.1%
Lounge areas	0.0%	0.7%	0.7%
More social meeting spaces	0.0%	0.7%	0.7%
Better access to Internet/databases/computers	2.1%	5.0%	6.4%
Larger collection/more variety	0.0%	10.0%	5.0%
Good Location	1.4%	2.1%	4.3%
Proximity to work	0.0%	1.4%	2.1%
Proximity to park	0.0%	0.7%	0.7%
Proximity to school	0.7%	0.0%	0.7%
Proximity to other facilities	0.7%	0.0%	0.7%

Response	Non-Users	Users	Prop. (%) *
Attractive/modern layout	1.4%	2.9%	4.3%
Convenience	0.0%	1.4%	4.3%
More research facilities	1.4%	3.6%	2.9%
Children's collection & program	1.4%	3.6%	2.9%
Customer service/friendliness of staff	0.0%	1.4%	1.4%
Better parking	0.7%	3.6%	1.4%
Better opening hours	0.0%	1.4%	1.4%
Physical access	0.0%	1.4%	1.4%
Disabled access	0.0%	0.7%	0.7%
Better lifts	0.0%	0.7%	0.7%
Cheaper (Smaller fines, less to reserve book)	0.0%	0.7%	0.7%

Note: *Out of Total = 140 survey respondents

Source: AECgroup Survey (2007)

4.3 Non Users

Table 10.1: Other _ Reasons for not using Woollahra Library Branches

Response	Count	Prop. (%) *
Lack of time	25	12.6%
Buy my own books	20	10.1%
Don't have the need	17	8.5%
Library at home	7	3.5%
Uses Internet for information	4	2.0%
Lack of parking	4	2.0%
Poor collection	4	2.0%
Uses Other libraries	4	2.0%
<i>Uni library</i>	2	1.0%
<i>Waverley Library</i>	2	1.0%
Don't read	3	1.5%
No reason	3	1.5%
Poor eyesight	2	1.0%
Poor physical access at Woollahra libraries	2	1.0%
Lack of transport	2	1.0%
Borrow books from friends/family	2	1.0%
Children too young	2	1.0%
Belong to book club	1	0.5%
Poor access to computers at Woollahra libraries	1	0.5%
Poor opening hours at Watsons Bay Library	1	0.5%
Prefers to watch TV as a source of information	1	0.5%
Just moved to the area	1	0.5%

Note: Out of Total = 199 Woollahra Library Non-Users

Source: AECgroup Survey (2007)

Table 11.1.4: Good Location_ Proximity to Shopping_ Other

Response	Count	Prop. (%) *
Edgecliffe	1	0.5%
Coffee shops	1	0.5%

Note: Out of Total = 199 Woollahra Library Non-Users

Source: AECgroup Survey (2007)

Table 11.1.5: Good Location_ Other

Response	Count	Prop. (%) *
Access to parking	6	3.0%
More central spot	2	1.0%
Double Bay	1	0.5%
Centennial Park	1	0.5%

Note: Out of Total = 199 Woollahra Library Non-Users

Source: AECgroup Survey (2007)

Table 11.3.1: Better/specialist collection_ Specify

Response	Count	Prop. (%) *
Specified collection	11	5.5%
<i>Better language section</i>	2	1.0%
<i>Business books</i>	1	0.5%

Response	Count	Prop. (%) *
<i>Children's collection</i>	1	0.5%
<i>Career related books/articles</i>	1	0.5%
<i>Science fiction</i>	1	0.5%
<i>History from other nation's perspectives</i>	1	0.5%
<i>International film</i>	1	0.5%
<i>More large print books</i>	1	0.5%
<i>Law collection</i>	1	0.5%
<i>Non-fiction</i>	1	0.5%
<i>More specialised medical and health selection</i>	1	0.5%
<i>Technical reports</i>	1	0.5%
Better/improved collection	10	5.0%
Better electronic journals/databases	1	0.5%

Note: Out of Total = 199 Woollahra Library Non-Users
Source: AECgroup Survey (2007)

Table 11.4.6: Services_ Other

Response	Count	Prop. (%) *
Home Delivery Service	4	1.0%
Online/computer services	1	0.3%
Current event	1	0.3%
Storytime Programs	1	0.3%
Open more days	1	0.3%
Literacy programs	1	0.3%

Note: Out of Total = 199 Woollahra Library Non-Users
Source: AECgroup Survey (2007)

Table 11.11.1: Other

Response	Count	Prop. (%) *
Better promotion/advertising (locations, services, programs)	7	1.8%
More free time	6	1.5%
Good selection of material (more bestsellers/update collection)	4	1.0%
Better physical access (elderly/disabled)	2	0.5%
Convenient/accessible parking	2	0.5%
Doesn't have the need to	2	0.5%
Better access to children's area	1	0.3%
Online services	1	0.3%
Larger library	1	0.3%
Proximity to other facilities	1	0.3%
Home delivery service	1	0.3%
Better street lighting	1	0.3%
Toilet facilities	1	0.3%
Better promotion/advertising (locations, services, programs)	7	1.8%
More free time	6	1.5%

Note: Out of Total = 199 Woollahra Library Non-Users
Source: AECgroup Survey (2007)

4.4 All Respondents (Users and Non Users)

Table 12a.1: Main Reasons for Using a Library_Other

Response	Count	Prop. (%) *
Research/reference facilities	21	5.3%
Children's section/activities	20	5.0%
Specified collection	13	3.3%
<i>Local History collection</i>	1	0.3%
<i>Access fiction collection</i>	1	0.3%
<i>Audiovisual collection</i>	4	1.0%
<i>Travel information books</i>	1	0.3%
<i>Overseas journals</i>	1	0.3%
<i>Photostats</i>	1	0.3%
<i>Puzzles</i>	1	0.3%
<i>Health</i>	1	0.3%
<i>Recreational</i>	1	0.3%

Response	Count	Prop. (%) *
<i>Financial</i>	1	0.3%
Atmosphere/environment	5	1.3%
Quiet / peaceful place	3	0.8%
Friendly staff	2	0.5%
To read	2	0.5%
Printing/photocopying	2	0.5%
To save money	2	0.5%
Electronic database	2	0.5%
Coffee shop	2	0.5%
Games	1	0.3%
Social / meeting place	1	0.3%
Browsing	1	0.3%
Read the notice board	1	0.3%
Readathon	1	0.3%
Learn a language	1	0.3%
To use the toilets	1	0.3%
Convenience	1	0.3%
Heritage nights	1	0.3%

Source: AECgroup Survey (2007)

Note: Out of Total = 400

Table 13.1: Library Services Accessed Via Internet

Response	Count	Prop. (%) *
Online research	1	0.3%
Downloading online books	1	0.3%
Online access to Councilors via email	1	0.3%
Being taught how to use computers	1	0.3%
Other responses	9	2.2%
<i>Don't use a computer</i>	3	0.7%
<i>Don't use Internet</i>	2	0.5%
<i>I wouldn't</i>	1	0.2%
<i>Not much-I'm too old</i>	1	0.2%
<i>Nothing</i>	1	0.2%
<i>I don't need</i>	1	0.2%

Source: AECgroup Survey (2007)

Note: Out of Total = 400

Table 14: Most Convenient Times to Access Library

Response	Count	Percent (%)	Response	Count	Percent (%)
Specified Opening Hours	142	35.5%	Weekend Related	77	19.3%
7am Openings	2	0.5%	Weekend	40	10.0%
7am	1	0.3%	Anytime	2	0.5%
7am-10pm	1	0.3%	Sunday	7	1.8%
8am Openings	2	0.5%	Saturdays	8	2.0%
8am	1	0.3%	10am-5pm	1	0.3%
8am-7pm	1	0.3%	Weekend afternoons	1	0.3%
9am Openings	24	6.0%	Weekends midday	3	0.8%
9am	2	0.5%	9am-2pm	1	0.3%
Before 9am	3	0.8%	Saturday mornings	1	0.3%
9am-3pm	3	0.8%	Weekend evenings	2	0.5%
9am-4pm	1	0.3%	Sunday until 7pm	1	0.3%
9am-5pm	6	1.5%	Sunday 1pm-5pm	1	0.3%
9am-6pm	1	0.3%	Weekends until 6pm	1	0.3%
9am-7pm	2	0.5%	Sunday evening	1	0.3%
9am-11am	2	0.5%	9am-5pm	1	0.3%
9:30am-6pm	1	0.3%	9am-1pm	1	0.3%
9am-8pm	2	0.5%	Weekend mornings	2	0.5%
9am-9pm	1	0.3%	Saturday 1pm-4pm	1	0.3%
10am Openings	27	6.8%	Saturday midday	1	0.3%
10am	5	1.3%	Weekends until 7pm	1	0.3%
10am-12pm	4	1.0%			
10am-4pm	4	1.0%	General Time Related	181	45.3%

Response	Count	Percent (%)	Response	Count	Percent (%)
10am-2pm	2	0.5%	Anytime	20	5.0%
10am-3pm	3	0.8%	During the day	18	4.5%
10am-6pm	2	0.5%	Morning	6	1.5%
10am-8pm	1	0.3%	Afternoon	12	3.0%
10-1pm	2	0.5%	At night	3	0.8%
10am-10pm	1	0.3%	Midday	10	2.5%
11am-12pm	3	0.8%	Daytime	4	1.0%
12 noon Openings	3	0.8%	After school hours	17	4.3%
12pm	3	0.8%	Later afternoons	8	2.0%
2pm Openings	3	0.8%	Current hours are fine	2	0.5%
2pm	1	0.3%	Early mornings	1	0.3%
2pm-4pm	1	0.3%	Early afternoon	9	2.3%
After 2:30pm	1	0.3%	Late mornings	1	0.3%
3pm Openings	18	4.5%	Don't know	2	0.5%
3pm	3	0.8%	Mid morning	3	0.8%
3pm-5pm	6	1.5%	During school hours	1	0.3%
3pm-6pm	5	1.3%	Lunchtime	1	0.3%
3:30pm	3	0.8%	During work hours	2	0.5%
3-6pm-8pm	1	0.3%	Evenings	12	3.0%
4pm Openings	11	2.8%	After work	20	5.0%
4pm-6pm	3	0.8%	During school hours	2	0.5%
4-5pm	2	0.5%	All day	1	0.3%
After 4	6	1.5%	Any day	1	0.3%
5pm Openings	26	6.5%	Early evenings	2	0.5%
After 5pm	14	3.5%	Before Lunch/midday	2	0.5%
5pm-7pm	5	1.3%	Mid afternoon	1	0.3%
5pm-8pm	2	0.5%	During business hours	1	0.3%
5:30pm	1	0.3%	During weekdays	4	1.0%
5-9pm	2	0.5%	School holidays	1	0.3%
5pm-10pm	1	0.3%	Wednesday 3:30	1	0.3%
5:30-7:00	1	0.3%	No preferred time	1	0.3%
6pm Openings	13	3.3%	Opening hours	3	0.8%
6pm	5	1.3%	Varying times	2	0.5%
6pm-7pm	1	0.3%	Tuesdays	1	0.3%
6pm-8pm	2	0.5%	Wednesdays	1	0.3%
6:30pm-8pm	1	0.3%	None at the moment	2	0.5%
6pm-11pm	1	0.3%	When roads are quiet	3	0.8%
6pm-9pm	3	0.8%			
7pm Openings	2	0.5%			
7pm	1	0.3%			
7pm-8pm	1	0.3%			
Other	11	2.8%			
Before 7pm	1	0.3%			
Until 7pm	3	0.8%			
Until 9pm	3	0.8%			
Until 8pm	1	0.3%			
Until 8:30	1	0.3%			
Until 6pm	1	0.3%			
Before 6pm	1	0.3%			

Note: Out of Total = 400

Note: * Multiple response question so proportions may not sum to 100%

Source: AECgroup Survey (2007)

Table 15.7.1: Site Selection_ particular area in Woollahra LGA

Response	Count	Prop. (%) *
Central area	2	0.5%
Blackburn Park	1	0.3%
Bondi Junction	1	0.3%
Double Bay	1	0.3%
Near Residential Areas	1	0.3%
Rose bay	1	0.3%

Note: Out of Total = 400

Source: AECgroup Survey (2007)

Table 15.9.1: Site Selection_ Other

Response	Count	Prop. (%) *
Access to adequate/free parking	96	24.0%
Double Bay (i.e. existing location)	10	2.5%
Near Home	3	0.8%
Central/popular area	2	0.5%
Near a good view	1	0.3%
Convenient access	1	0.3%
Physical access (elderly, disabled)	1	0.3%
Close to Town Hall	1	0.3%
Watsons Bay	1	0.3%
In Rose Bay	1	0.3%
Access to public transport	1	0.3%

Source: AECgroup Survey (2007)

Note: Out of Total = 400


Table 17.9.1: Other _ Challenges/Barriers in Accessing Library Services

Response	Count	Prop. (%) *
Lack of parking	42	10.5%
Lack of interest	3	0.8%
Cost of maintaining library	2	0.5%
Technological change	2	0.5%
Poor location	1	0.3%
Lack of study areas	1	0.3%
Don't know where library is	1	0.3%
Internal noise in the library	1	0.3%
Libraries may become obsolete	1	0.3%
Quality of library service	1	0.3%
Poor lighting in Woollahra	1	0.3%
Inadequate computers	1	0.3%
Size is too small to accommodate all needs	1	0.3%
Safety issues at night	1	0.3%
Attitude of Library Staff	1	0.3%
Communicating services available	1	0.3%

Source: AECgroup Survey (2007)

Note: Out of Total = 400

5. Appendix C: Survey Form



Woollahra User / Non-User Survey

Good afternoon / evening - I am calling on behalf of the Woollahra Council. The Council is evaluating services and planning to best meet the needs of its residents. I was wondering if you would mind participating in a short survey regarding library and community and cultural services? The survey will take approximately 10 minutes to complete depending on your responses, is it all right to continue?

PRE-QUALIFICATION

0a: Is this household in the Woollahra Council area?

1 Yes → Proceed to Q1a

2 No → terminate interview

3 Don't Know / Unsure → terminate interview- "I'm sorry we really need to talk to people who live in the Woollahra area"

COMMUNITY ACTIVITIES

I will begin by asking you some questions about community activities.

1a: In your local area, how important is access to community and cultural activities and programs?
The scale is: Very Important, Important, Average, Low Importance, and Not at all important

V Imp	Imp	Average	Low Impr	Not at all imp
5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/> *	2 <input type="checkbox"/> *	1 <input type="checkbox"/> *

1b: In your local area, how important is access to the following community & cultural activities and programs on a scale of 1 to 5?
The scale is: Very Important, Important, Average, Low Importance, and Not at all important

How important is access to:

	V Imp	Imp	Average	Low Impr	Not at all imp
a * Street Festivals & Fairs	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/> *	2 <input type="checkbox"/> *	1 <input type="checkbox"/> *
b * Open air concerts / activities	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/> *	2 <input type="checkbox"/> *	1 <input type="checkbox"/> *
c * Towing exhibitions	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/> *	2 <input type="checkbox"/> *	1 <input type="checkbox"/> *
c * Multicultural celebrations	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/> *	2 <input type="checkbox"/> *	1 <input type="checkbox"/> *
d * Celebration of Aboriginal & Torres Strait Islander heritage	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/> *	2 <input type="checkbox"/> *	1 <input type="checkbox"/> *
e * Children's cultural events	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/> *	2 <input type="checkbox"/> *	1 <input type="checkbox"/> *
g * Storytime Programs	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/> *	2 <input type="checkbox"/> *	1 <input type="checkbox"/> *
f * Author talks	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/> *	2 <input type="checkbox"/> *	1 <input type="checkbox"/> *
g * Informational talks / discussions	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/> *	2 <input type="checkbox"/> *	1 <input type="checkbox"/> *
h * Writers skills development	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/> *	2 <input type="checkbox"/> *	1 <input type="checkbox"/> *

1c: From the following list - how likely are you or your household to actually use / access the following community and cultural activities & programs, if they were provided by the Council? *The scale is: Very Likely, Likely, Average, Low, and Not at all*

How likely are you to access:

	V Like	Like	Average	Low	Not at all
a * Street Festivals & Fairs	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/> *	2 <input type="checkbox"/> *	1 <input type="checkbox"/> *
b * Open air concerts / activities	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/> *	2 <input type="checkbox"/> *	1 <input type="checkbox"/> *
c * Towing exhibitions	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/> *	2 <input type="checkbox"/> *	1 <input type="checkbox"/> *
c * Multicultural celebrations	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/> *	2 <input type="checkbox"/> *	1 <input type="checkbox"/> *
d * Celebration of Aboriginal & Torres Strait Islander heritage	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/> *	2 <input type="checkbox"/> *	1 <input type="checkbox"/> *
e * Children's cultural events	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/> *	2 <input type="checkbox"/> *	1 <input type="checkbox"/> *
g * Storytime Programs	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/> *	2 <input type="checkbox"/> *	1 <input type="checkbox"/> *
f * Author talks	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/> *	2 <input type="checkbox"/> *	1 <input type="checkbox"/> *
g * Informational talks / discussions	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/> *	2 <input type="checkbox"/> *	1 <input type="checkbox"/> *
h * Writers skills development	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/> *	2 <input type="checkbox"/> *	1 <input type="checkbox"/> *

1d: Are there any other community activities and programs that you would like to see provided by Council?

1 Yes *Please specify:* _____

2 No → Go to Q 2a

ACCESS TO LEARNING:

2a: In your local area, how important is access to the following informal and formal learning for all ages on a scale of 1 to 5?

The scale is: Very Important, Important, Average, Low Importance, and Not at all important

	V Imp	Imp	Average	Low Impr	Not at all imp
a ♦ Homework Help	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/> *	2 <input type="checkbox"/> *	1 <input type="checkbox"/> *
b ♦ Internet courses	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/> *	2 <input type="checkbox"/> *	1 <input type="checkbox"/> *
c ♦ Computer courses	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/> *	2 <input type="checkbox"/> *	1 <input type="checkbox"/> *
d ♦ Online resources (not tutorials)	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/> *	2 <input type="checkbox"/> *	1 <input type="checkbox"/> *
e ♦ HSC lectures	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/> *	2 <input type="checkbox"/> *	1 <input type="checkbox"/> *
f ♦ Careers advice	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/> *	2 <input type="checkbox"/> *	1 <input type="checkbox"/> *
g ♦ Parenting courses	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/> *	2 <input type="checkbox"/> *	1 <input type="checkbox"/> *
h ♦ Access to informal learning opportunities	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/> *	2 <input type="checkbox"/> *	1 <input type="checkbox"/> *
i ♦ Informational talks / discussions	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/> *	2 <input type="checkbox"/> *	1 <input type="checkbox"/> *
j ♦ Literacy courses	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/> *	2 <input type="checkbox"/> *	1 <input type="checkbox"/> *
k ♦ Access to individual study areas	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/> *	2 <input type="checkbox"/> *	1 <input type="checkbox"/> *
l ♦ Access to group study areas	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/> *	2 <input type="checkbox"/> *	1 <input type="checkbox"/> *
m ♦ Access to information about our community and its heritage	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/> *	2 <input type="checkbox"/> *	1 <input type="checkbox"/> *

2b: From the following list - how likely are you or your household to actually use/ access the following informal and formal learning programs and activities if they were provided by the library? *The scale is: Very Likely, Likely, Average, Low, and Not at all*

	V Like	Like	Average	Low	Not at all
a ♦ Homework Help	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/> *	2 <input type="checkbox"/> *	1 <input type="checkbox"/> *
b ♦ Internet courses	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/> *	2 <input type="checkbox"/> *	1 <input type="checkbox"/> *
c ♦ Computer courses	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/> *	2 <input type="checkbox"/> *	1 <input type="checkbox"/> *
d ♦ Online resources (not tutorials)	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/> *	2 <input type="checkbox"/> *	1 <input type="checkbox"/> *
e ♦ HSC lectures	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/> *	2 <input type="checkbox"/> *	1 <input type="checkbox"/> *
f ♦ Careers advice	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/> *	2 <input type="checkbox"/> *	1 <input type="checkbox"/> *
g ♦ Parenting courses	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/> *	2 <input type="checkbox"/> *	1 <input type="checkbox"/> *
h ♦ Access to informal learning opportunities	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/> *	2 <input type="checkbox"/> *	1 <input type="checkbox"/> *
i ♦ Informational talks / discussions	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/> *	2 <input type="checkbox"/> *	1 <input type="checkbox"/> *
j ♦ Literacy courses	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/> *	2 <input type="checkbox"/> *	1 <input type="checkbox"/> *
k ♦ Access to individual study areas	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/> *	2 <input type="checkbox"/> *	1 <input type="checkbox"/> *
l ♦ Access to group study areas	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/> *	2 <input type="checkbox"/> *	1 <input type="checkbox"/> *

3: How likely would you be to use/access the library if meeting and social facilities were available? (e.g. meeting rooms, lounge rooms, coffee shops etc)

V Like Like Average Low Not at all
 5 4 3 * 2 * 1 *

USAGE PATTERNS:

4: Do you currently use a Library? 1 Yes → Go to Q 5
 2 No → Go to Q 10

5: Do you use any of the Woollahra library branches?
PROMPTED 1 Yes → Go to Q 6a
 2 No → Go to Q 9a

6a: Which library in the Woollahra area do you use most frequently? *PROMPTED (SELECT ONE ONLY)*

1 Double Bay Central Library
 2 Paddington Library
 3 Watsons Bay Library
 4 Local History Centre

6b: How often do you use the Woollahra Library & Information Service? *PROMPTED (SELECT ONE ONLY)*

1 More than once per week
 2 Every week
 3 Every fortnight
 4 Every month
 5 Every 3 months
 6 Every 6 months
 7 Every year
 8 Less than once per year

SATISFACTION WITH SERVICES

7a: How satisfied are you with each of the following elements, relative to the library used most frequently?
The scale is: Very Satisfied, Satisfied, Average, Dissatisfied, and Very Dissatisfied

	V Satis	Satis	Average	Dissatis	V Dissatisfied
A * Location of library	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B * Size of library & space available (e.g. meeting/study spaces)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C * Opening hours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D * Access to technology (e.g. Internet)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E * Quality of collection (e.g. books, videos)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
F * Fiction including popular titles & best sellers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
G * Young Adult collection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
H * Specialist collections (e.g. Local History Collection)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I * Non-fiction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
J * Online research resources	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
K * Children's Collection & Programs (e.g. Storytelling)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
L * Videos, CD's DVD's	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
M * Magazines / newspapers / periodicals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
N * Access to library resources via catalogue or online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
O * Range of library cultural programs & events (e.g. Poet's Picnic, Writers & readers series etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
P * Home Library Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Q * Customer service/helpfulness of staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
R * Atmosphere & surrounds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
S * Access to parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
T * Access to facilities (e.g. toilets)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
U * Physical access (wheelchair access)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7b: If rating 1, 2 or 3 for any elements, please specify the reason for the rating

→ _____

8: What are some of the things you tell your friends about the library? *Then go to Q 9a*

→ _____

OTHER LIBRARY USAGE	
9a: Do you currently use any other libraries, apart from the Woollahra public library branches?	<input type="checkbox"/> 1 Yes → Go to Q 9 b <input type="checkbox"/> 2 No → Go to Q 12
9b: What other libraries do you use? Prompt only first 2 options → then ask for 'other' libraries used. (MULTIPLE RESPONSE FORMAT – TICK ALL THAT APPLY)	<input type="checkbox"/> 1 a School Library <input type="checkbox"/> 2 a TAFE Library <input type="checkbox"/> 3 a University Library <input type="checkbox"/> 4 Waverley Library Service <input type="checkbox"/> 5 Randwick Library Service <input type="checkbox"/> 6 Botany Library <input type="checkbox"/> 7 Marrickville Library <input type="checkbox"/> 8 City of Sydney <input type="checkbox"/> 9 State Library <input type="checkbox"/> 10 None <input type="checkbox"/> 11 Other → Specify: _____
9c: Does this library / do these libraries offer any additional services or convenience? (Woollahra Users go to Q12) PROMPTED - (MULTIPLE RESPONSE FORMAT – TICK ALL THAT APPLY) –	<input type="checkbox"/> 1 Location <input type="checkbox"/> 2 Quality of Collection <input type="checkbox"/> 3 Academic Library <input type="checkbox"/> 4 Quality of Staff <input type="checkbox"/> 5 Transport and parking <input type="checkbox"/> 6 Information Services <input type="checkbox"/> 7 Other: → Specify: _____
* USERS OF WOOLLAHRA LIBRARIES - NOW GO TO QUESTION 12	
NON USERS SECTION	
10: Is there any reason why you do not use any of the <u>Woollahra public library branches</u> ? NOT PROMPTED - MULTIPLE RESPONSE FORMAT – TICK ALL THAT APPLY	
<input type="checkbox"/> 1 Location <input type="checkbox"/> 2 Quality of Collection <input type="checkbox"/> 3 Did not know they existed / Don't know where it is <input type="checkbox"/> 4 Staff not helpful <input type="checkbox"/> 5 Access - Transport and parking <input type="checkbox"/> 6 Lack of services I require <input type="checkbox"/> 7 Safety issues / concerns <input type="checkbox"/> 8 Opening hours not convenient <input type="checkbox"/> 9 Inadequate / cluttered space	<input type="checkbox"/> 10 Other library I use is more convenient <input type="checkbox"/> 11 Work / study elsewhere & access services there <input type="checkbox"/> 12 I do not like paying fines for overdue library books <input type="checkbox"/> 13 Other: → Specify: _____
11. Which of the following facilities or services would encourage you to use the Woollahra Library & Information Service? (PROMPTED)	
<input type="checkbox"/> 1 Good Location: : →	<input type="checkbox"/> 1 a. Proximity to home <input type="checkbox"/> 2 b. Proximity to work <input type="checkbox"/> 3 c. Proximity to school / education facility <input type="checkbox"/> 4 d. Proximity to shopping → specify _____ <input type="checkbox"/> 5 e Other → Specify: _____
<input type="checkbox"/> 2 Convenient transport / parking options	
<input type="checkbox"/> 3 Better / Specialist collection	Specify: _____
<input type="checkbox"/> 4 Services: →	<input type="checkbox"/> 1 a. Internet Access <input type="checkbox"/> 2 b. Newspapers / Magazines <input type="checkbox"/> 3 c. Programs / Events <input type="checkbox"/> 4 d. Collections <input type="checkbox"/> 5 e. Information / Help Desk <input type="checkbox"/> 6 f Other → Specify: _____

<input type="checkbox"/> 5 Attractive Layout/atmosphere
<input type="checkbox"/> 6 Opening hours
<input type="checkbox"/> 7 Coffee Shop at the library
<input type="checkbox"/> 8 Access to courses and informal learning
<input type="checkbox"/> 9 More social meeting spaces at the library
<input type="checkbox"/> 10 Study/research facilities at the library
<input type="checkbox"/> 11 Other <i>Specify:</i>

(USERS AND NON USERS) REASONS FOR LIBRARY USAGE		
<p>12: If you use or were to use a public library, what would be the 3 main reasons for usage?</p> <p><i>(MULTIPLE RESPONSE FORMAT – TICK ONLY 3 that apply)</i></p> <p>** 3 RESPONSES ONLY **</p>	<p><input type="checkbox"/> 1 Borrowing books</p> <p><input type="checkbox"/> 2 Using Email</p> <p><input type="checkbox"/> 3 Using computers (eg.word)</p> <p><input type="checkbox"/> 4 Using Internet / Research</p> <p><input type="checkbox"/> 5 Borrow multimedia</p> <p><input type="checkbox"/> 6 Read / browse magazines / newspapers</p> <p><input type="checkbox"/> 12 Other: → <i>Specify:</i></p>	<p><input type="checkbox"/> 7 Study Areas</p> <p><input type="checkbox"/> 8 Attend special events / celebrations</p> <p><input type="checkbox"/> 9 Meet friends</p> <p><input type="checkbox"/> 10 Attend workshops / seminars</p> <p><input type="checkbox"/> 11 Story telling</p>

The following questions relate to technology:	
<p>13: Which of the following library services would you consider accessing via the Internet?</p> <p><i>(MULTIPLE RESPONSE FORMAT – Choose all that apply)</i></p> <p><i>Not all of these services are currently available – they are possible considerations</i></p>	<p><input type="checkbox"/> 1 Browse the library catalogue</p> <p><input type="checkbox"/> 2 Reserving / Renewing items</p> <p><input type="checkbox"/> 3 Being advised on new items that you are interested in</p> <p><input type="checkbox"/> 4 Joining the library</p> <p><input type="checkbox"/> 5 Online databases (e.g. newspapers online or databases)</p> <p><input type="checkbox"/> 6 Use online tutorials (e.g. Homework Help)</p> <p><input type="checkbox"/> 7 Library / Council Events & Information</p> <p><input type="checkbox"/> 8 Download Information – mp3s / ebooks</p> <p><input type="checkbox"/> 9 Other: : → _____</p>

OPENING HOURS
<p>14. What is the most convenient/preferred times for you to visit a library?</p> <hr/> <hr/> <hr/>

SITE SELECTION	
<p>15. From the following options, what do you consider as the top 2 criteria for determining the best location for a library in Woollahra?</p>	
<p>(PROMPTED)</p> <p><i>Choose 2 Only</i></p> <p><i>Surveyor Note: Which 2 are most important to you?</i></p>	<p><input type="checkbox"/> 1 Near or in a shopping centre / retail area</p> <p><input type="checkbox"/> 2 Near community facilities such as community centres, swimming pools etc</p> <p><input type="checkbox"/> 3 Near or in a park</p> <p><input type="checkbox"/> 4 With service providers such as doctors etc</p> <p><input type="checkbox"/> 5 Proximity to school / education facility</p> <p><input type="checkbox"/> 6 Near a cafe</p> <p><input type="checkbox"/> 7 In a particular area in Woollahra Local Government Area -> <i>Specify:</i> _____</p> <p><input type="checkbox"/> 8 Close to public transport</p> <p><input type="checkbox"/> 9 Other → <i>Specify:</i></p>

FUTURE ACCESS TO LEARNING OPPORTUNITIES

16: How important will access to the following learning opportunities be for any members of your household in the next 10 years?
The scale is: Very Important, Important, Average, Low Importance, and Not at all important

	V I-imp	Imp	Average	Low Impr	Not at all imp
a * Access to vocational education (eg TAFE)	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/> *	2 <input type="checkbox"/> *	1 <input type="checkbox"/> *
b * Access to University courses	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/> *	2 <input type="checkbox"/> *	1 <input type="checkbox"/> *
c * Access to pre-school / early parenting learning	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/> *	2 <input type="checkbox"/> *	1 <input type="checkbox"/> *
d * Access to support for school research / homework help etc	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/> *	2 <input type="checkbox"/> *	1 <input type="checkbox"/> *
e * Access to learning on how to use the Internet, data bases & computers	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/> *	2 <input type="checkbox"/> *	1 <input type="checkbox"/> *
f * Access to informal learning for all ages (eg hobbies, crafts, special interests etc)	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/> *	2 <input type="checkbox"/> *	1 <input type="checkbox"/> *
g * Access to opportunities for people to come together to meet, socialise and learn informally	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/> *	2 <input type="checkbox"/> *	1 <input type="checkbox"/> *
h * Access to information about our community and its heritage	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/> *	2 <input type="checkbox"/> *	1 <input type="checkbox"/> *

BARRIERS

17. What challenges or barriers do you anticipate in accessing library services over the next 5-10 years?

(from the following list – please tell me any that may apply)

1 <input type="checkbox"/> Lack of personal transport	6 <input type="checkbox"/> Poor opening hours
2 <input type="checkbox"/> Poor Public Transport	7 <input type="checkbox"/> Disabled Access
3 <input type="checkbox"/> Lack of Internet facilities at home	8 <input type="checkbox"/> Diminishing Health / Eyesight
4 <input type="checkbox"/> Lack of Computer Knowledge	9 <input type="checkbox"/> Other → Specify : _____
5 <input type="checkbox"/> Lack of time (time poor)	

DEMOGRAPHICS:

The final few questions are simply to provide us with a profile of the respondents surveyed and is not able to be traced back to individuals.

18: Could I please ask your age group?

- 1 15 – 24 2 25 – 44 3 45 – 64 4 65 + years

19: [Surveyors – Record Gender of Respondent]

- 1 Male
 2 Female

20: Do you speak any language, other than English, at home or with your parents?

- 1 Yes
 2 No

21: Would you be prepared to be involved in further focus groups related to the development of the Woollahra public library branches?

- 1 Yes *Proceed to Confidentiality Statement - & 21a*
 1 No *Go to End of Survey*

CONFIDENTIALITY STATEMENT This information is completely confidential and will be kept separate from all of your answers today.

21a: Please can I take the following details?

[Surveyors – ensure to ask respondent to spell out details – name / & email address]

Name: _____
 Email: _____
 Phone/ mobile: _____
 Mailing Address: _____

END OF SURVEY – Thank you very much for your time in participating in this survey and assisting Woollahra to develop a library service that will suit the needs of its residents and visitors.

For verification of survey, please contact:

- Kylie Walshe – Director of Community Services - ph: 02 9391 7908 (office hours)
- Dr Veronica Lunn – Project Manager – AECgroup Ltd – ph: 0417 206 023 (office hours)

6. Appendix D: Definition of Weighted Average

The weighted average is the sum of the option multiplied by the percentage of the category achieved divided by 100, i.e.:

Option * % of Category

$$1 * 20\% = 20$$

$$2 * 30\% = 60$$

$$3 * 20\% = 60$$

$$4 * 20\% = 80$$

$$5 * 10\% = 50$$

Total = 270

Weighted average = $270/100 = 2.7$

That means that the most popular option lies between option 2 and option 3, tending more towards option 3. It is similar in nature to the median.

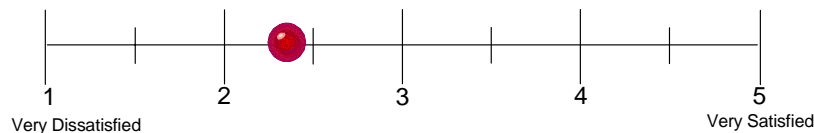
The mode on the other hand is the most popular response, in this case option 2.

When the rating scale is segmented with 1 being the lowest / or worst score and 5 being the highest / or best score – the weighted average corresponds to the category or rating it represents.

For example:

The rating scale from 1 to 5 is: 1 as Very Dissatisfied, 2 as Dissatisfied, 3 as Average, 4 as Satisfied and 5 as Very Satisfied. With a weighted average of 2.37, the most popular option lies between ratings 2 and 3, tending more towards rating 2.

The image below shows a visual representation of the weighted average (2.37 w/a) on the five point scale.



7. Appendix E: Staff Process Improvement Surveys

A Woollahra Library Staff Survey was conducted in June 2007, providing opportunities for staff to make comments regarding improvements to library service delivery and operations, and in particular how best to optimise the processes and resources within the Woollahra Library branches. A total of six (6) completed surveys were returned.

Respondents were asked a series of questions related to the perception of the efficiency of key processes of the library. Below summaries the key responses to this section:

With regards to selection of stock, three out of five responses rated the selection of stock as 'high', with one respondent rating it 'very high'.

In relation to ordering of stock staff rated the efficiency as average to high, with three out of five responses rating it average, and two perceiving the ordering of stock as highly efficient. Responses were the same for both Acquisition of Stock and Weeding Stock.

Answers to cataloguing and processing of stock were varied. Two out of five responses recorded cataloguing and processing of stock as average, with two responses rating it as high. One respondent however indicated efficiency of this key process as low.

Responses were average to high for General Collection Management, with four respondents rating this key process as average and two rating it as high.

Four respondents out of six rated weeding of stock low. This indicates areas of improvement. The remaining two responses rated this section as average.

There was an overwhelming agreement that the efficiency of Outreach and Programming is good, with all six respondents indicating it as high.

The highest proportion of respondents rated Circulation as high, with three out of four responses indicating as such, an additional response, suggested circulation to be very high.

Reference services were rated as mainly above average, with three out of six respondents rating it as high, and one as very high. The remaining two indicated this area as average.

Respondents were then asked to indicate the opportunities available to streamline each of the indicated key processes. The common themes in relation to the key processes are indicated below:

Selection of Stock: getting greater staff participation in the way of a dedicated collection development librarian, or utilising staffs specific subject strengths in selecting stock was suggested. Responses also indicated a customer focus with the ongoing need to meet the needs of the library members, and to ensure specialist sections, and items with high demand are built upon.

Ordering of Stock: the implementation of training, procedures and policies for the ordering of stock was suggested. In conjunction with this the utilisation of LMS and Finance One to streamline processes was indicated as areas of improvement.

Acquisition of Stock: policies and procedures, as well as consistency of processes were highlighted as options to ensure the efficiency of the acquisition of stock.

Cataloguing and processing of stock: the main suggestions with regard to cataloguing and processing of stock were to review current policies and procedures and implement more efficient and consistent actions and guidelines.

Allocation and distribution of stock: respondents expressed that as well as the need for policies and procedures to be employed; there is also a need for more space within the library to house stock.

General Collection Management: there is a need to maintain the selection of general text, including mending or repairs and replacing missing or lost stock. It was also noted that the management of the general collection was difficult due to various reasons including space restrictions and having different teams such as Inter Library Loans and Reservations.

Weeding Stock: applying policies and procedures and utilising the skills of knowledgeable staff in this area were highlighted as the main suggestions in streamlining this process.

Outreach and Programming: as well developing a yearly calendar of events it was also suggested more time needs to be invested in updating and the current webpage to make access to information easier for members and staff.

Circulation: a number of suggestions to streamline circulations were made including, a new desk, returns chute, cordless phones and more staff with ongoing training.

Reference Services: building awareness of the services provided as well as positioning the reference desk in a better location to ensure easy access were key suggestions.

Other Processes not listed: the emphasis was on computers with the need for more computer catalogues, as well as greater availability for the general use of computers.

The below table (**Table E.1**) is a detailed outline of responses made by library staff.

Table E.1: What opportunities do we have to streamline any of the following processes?

Response
1 Selection of Stock
A dedicated Collection Development librarian could be employed to oversee the whole process of selection, ordering, distribution and weeding of stock
Would like to see booksellers bring in stock to order from. Can get other staff involved in this and this adds to collection development then as you can utilise staff subject strengths.
For purchase suggestions would like to buy regularly from local bookshops as a first step then if cannot be purchased locally opt for online ordering (but cannot guarantee that item will be in stock). Turnaround can then be 1 -2 weeks for customers. Would do same for items that we have more than 3 holds on.
Think using Baker and Taylor online is very good as discounts are amazing and get more items for \$.
There are advantages to limiting number of suppliers, which streamlines internal workflow processes but slows down actually getting items on shelf and/or to customer, which should be the main priority when selecting stock (otherwise customers will go elsewhere in particular for popular items).
Ensure it's based on members needs.
Building upon the specialist collections that are growing in the branch collections
2 Ordering of Stock
Better training needed for staff entering orders onto the system so that there is uniformity of entries
Do more online ordering, and tighten up the way that orders are placed on Libero so that skinny records have at least the title, author and GMD.
Policies and procedures need to be put in place so that selection of stock is allocated to the right staff
Placing of orders to be done by specialist staff as per current situation.
Adding orders to LMS and Finance One - Would like to see the ordering of stock to be streamlined to one to two staff positions so as to help maintain consistency and to have someone responsible for adding orders. Also need to have Libero and Finance One (council finance package) in synch and to give accurate figures for good budgetary management and to minimise over purchasing/ under purchasing.
3 Acquisition of Stock
Ensure that there is consistency in the way that items are accessioned, including placement of barcodes and other stamps. In particular, clearer indication of which branch the item belongs to would be helpful in preventing items from ending up in the wrong branch.

Response
Policies and procedures need to be put in place so that selection of stock is allocated to the right staff
Multi skilling of staff is good then items do not get held up when backlog in one area due to staffing issues. Need to look at outsourcing (need to do benchmarking of cost/benefit) some acquisition and processing and copy cataloguing of items
4 Cataloguing and Processing of Stock
Better processes where reserves, item additions are put onto separate shelves for cataloguing and processing so that similar tasks can be done at the same time
Policies needed on processing. Ensure that there is consistency in the way that items are accessioned, including placement of barcodes and other stamps. In particular, clearer indication of which branch the item belongs to would be helpful in preventing items from ending up in the wrong branch.
Policies and procedures need to be put in place so that selection of stock is allocated to the right staff
Apart from books the local history staff catalogue and index onto Libero a large and varied collection. Due to other work commitments (such as special projects, references inquiries and paid searches) the LH Librarians have little time in which to catalogue, index and process items in the collection. Cataloguing of photographs is slow due to the number of steps involved and the Libero and the Citrix System. Investigations into increasing the speed of Libero/Citrix system have so far been unsuccessful.
Processing needs to have set procedures and standards for ease when circulating items and when finding items.
Think some items are over processed e.g. Covering magazines, covering some paperbacks both which have short shelf life as get read out quickly.
5 Allocation and distribution of stock
More room is need to house stock.
Policies and procedures need to be put in place so that selection of stock is allocated to the right staff
.6 General Collection Management
Maintaining collection of classics and standard texts – replacing lost and missing items
At the Double Bay Library this is made difficult by lack of space and restrictions of the building (design, age, size etc).
Think there is something to be said for a specialist collection development librarian.
Repairs and mending needs to be sped up as need minimum time with items out of circulation.
Difficult to manage collection development currently as some parts are found in other teams such as Inter library loans and Reservations. Need to be with whoever has collection development as it is an integral part of collection development.
Policies and procedures need to be put in place so that selection of stock is allocated to the right staff
7 Weeding Stock
Needs to be based not on the desire to make room for more new stock.
Policies and procedures need to be put in place so that selection of stock is allocated to the right staff
More detailed guidelines/criteria for weeding other than that in the 1991 collection development policy?
New programme to be implemented starting early July. Weeding should be ongoing and combine both a feel for the collection and using usage stats from LMS such turnover, last activity date, effective usage rate, age etc etc.
Once again good to get staff who know subject to weed so while one person might have overall collection management as part of position staff who have knowledge can help.
8 Outreach and Programming
Program for following year should be planned by November/ December of current year
Children's and Young Adult services and HLS service?
Policies and procedures need to be put in place so that selection of stock is allocated to the right staff
Local History also participates in outreach and its planning – preparation for events takes considerable amounts of time. LH events have been popular amongst a certain section of the community although it has not been evident that these events have resulted in any increase in usage of the LH Centre. Perhaps less involved (as in size of and time spent) outreach programmes could be pursued which would also benefit the reference services e.g. putting more research documents onto webpage, manageable displays allowing enough time to put the research material and photographs onto the webpage.
9 Circulation
New circulation desk with better arrangement ie more room for borrowers to put down their books on the counter while waiting for items to be checked out
A returns chute is needed to prevent the current situation where returns get mixed in with items that are being

Response
issued or items from the branch deliveries.
Policies and procedures need to be put in place so that selection of stock is allocated to the right staff
New desk essential and flow of desk needs to be better designed.
Hand held phones so no wires.
More staff (minimum 3 on shift at DB adult desk – if slow there are other tasks that can be done like tidying, shelving and reading order of items).
Better and ongoing training of permanent and casual staff.
10 Reference Services
Reference desk in a more obvious position i.e. reference librarian at the counter not sitting hidden behind a computer
Raising customer awareness – and staff training – of data bases and access to them
Need to be focused on people coming into the library and making them aware that there is a reference service. Perhaps a more proactive approach, rather than just waiting for people to come to the desk, go up to people who appear to be having trouble using library resources and offer assistance.
Policies and procedures need to be put in place so that selection of stock is allocated to the right staff
Local History reference services involve quite lengthy research and assistance with using the collection. To overcome excessive amounts of time spent on research services staff can suggest clients check the catalogue and other information provided before coming to the library and restrict time spent on research for clients by suggesting the use of a professional researcher and or charging a fee for service. Putting more information onto the webpage would also assist.
Get rid of low desk and go to pod style desk with stool with computer on display to customers.
11. Other processes not listed- suggestions for streamlining
Computers for customer use too locked down – treating every customer as if they are going to hack into a computer system. Customers unable to use regular functions on computers.
More computer catalogues throughout library (DB in particular) so that customers can search independently.

The next section of the survey focused on identifying opportunities for improving the use of labour resources. In this section respondents were asked to rate their level of satisfaction with the process by which staff are rostered.

Suggestions for improving staff rostering incorporated greater flexibility including ability to switch shifts, fair rotation of shifts so that everyone has to work every shift and the employment of casual staff to cover gaps in the roster.

The shortage of staff, both part-time and permanent, was outlined as a key issue in relation to staffing the library. The employment and training of more staff as well as evaluating and implementing a rostering program to ensure all sections of the library are covered was seen to be vital in addressing this issue.

The below table (Table E.2) details suggestions made by survey participants.

Table E.2: staff rostering

Response
1. How could this be done better?
More flexibility
It could be done better if a pool of reliable casuals could be called upon to cover shifts when regular staff are unavailable for what ever reason to do their shift.
I also believe that having block of, say, 2 months where you knew that you would be doing the same desk shifts each week would massively simplify doing the roster, as well as making it easier for staff to plan their working day as well as their time outside of work. Everyone would be rotated every 2 months and would obviously have to take their turn doing the 'unpopular' late shifts such as Friday evenings, and once they'd done their block of 2 months they obviously wouldn't have to do it again for the rest of the year.
I also think that all staff should be treated equally, so everyone should have to do late shifts and weekend shifts, which currently is not the case. This could also make it easier to create the roster, because the roster creator would not have to remember who does and doesn't work late shifts, weekend shifts, etc.
Staff who don't particularly want to work on the weekends are rostered on to work where others who want to work have very few weekend shifts. A note could be made of staff preferences of weekend work and rostered accordingly

Response
Staff to be able to exchange shifts.
More staff on desk duties especially at DB library adult desks - need 3 staff at most times.
2. What in your view are the key issues in relation to staffing the library?
Fairness and a degree of autonomous cooperation between staff when changing shifts so that work and life can be accommodated. More staff needed.
Difficulties with covering roster when limited staff available through illness.
Having enough reliable casuals on call to cover desk shifts when staff are on leave, need to attend meetings, etc, so that regular staff don't have to do extra shifts which thereby means they have less time to carry out their other duties.
We don't have enough staff. We also don't have a collection development librarian.
A shortage of staff and an increasing work load means that staff feel they cannot carry out all the daily tasks required to keep the collection operational, accessible and pertinent to the library patrons. In local history these tasks include collection maintenance tasks such as indexing, cataloguing, processing, conservation work and collection development.
Think staff numbers are 1 -2 short of what are needed.
Organisational structure of library staff – is not effective. Looks as if structure was based on personalities rather than what is best for work flows and customers.
3. How could the staffing situation be improved with existing or re-allocated resources?
Perhaps a roster program could streamline the rostering process.
Need to look at workflows and to redistribute staff to more customer-focused work rather than behind the scenes manual work. Library staff should be moving away from this type of work (which requires lower skill levels in some instances) into the areas that we excel at eg. Customer service, information service, reader advisory work. Think this can be done within budget.
4. What other suggestions would you like to make that would improve the way the library operates or how resources are used.
I think introduction of RDO's, which is available to other Council staff would result in a perception by library staff that they are being treated equitably with the rest of Council staff.
Would like to see DB stack available at regular business hours for customers to go down to and pick up items from. Customers have had to make an effort to get to the DB library and to be told to come back tomorrow when you can't find a park or have to catch a bus is irritating for the customer. Could have DB stack open just for picking up of items. Do not need to have customers browsing shelves down there.
Open earlier (9.30) and close earlier (7.30) at Double Bay. Seasonal hours due to location (beaches close by so get passer by traffic in Summer months especially children's library at DB. Hours on weekends could be looked at (Are we getting value for cost of opening 10-4 Sunday? – need to have 7 day week service though).
Think if this survey had been anonymous would have got more insightful feedback.
General cleanliness in DB library is appalling – Library is filthy and needs better cleaning including toilets, computers, desk, shelves, carpets (I could go on!).
Need to streamline formats we purchase in. Space is limited and we need to move with the times and minimise technologically super ceded collections. Also need to purchase items available in newer technology types such as digital audio books, CD MP3.
Need to reorganise the flow of the DB library to be more customer friendly – recreational items together e.g. fiction, DVDs, CDs, magazines, biographies together. Utilise nooks of DB library building.

The final section of the library staff survey (section C) asked participants to indicate other areas of opportunity for the better use of resources and operations. The opening hours of the library, particularly Double Bay were suggested for change, opening and closing earlier, and longer hours for the Double Bay stack.

Altering the space of the areas to develop a greater look and feel was suggested. A need to focus on the cleanliness and being more customer friendly was indicated as essential.

In conjunction with this it was also suggested that rostering should include RDOs, and the format for purchasing needs to be streamlined.

Table E.3 details the responses made in the library staff survey.

Table E.3: Other opportunities for the better use of resources and operations overall

Response
1. What other suggestions would you like to make that would improve the way the library operates or how resources are used.
I think introduction of RDO's, which is available to other Council staff would result in a perception by library staff that they are being treated equitably with the rest of Council staff.
Would like to see DB stack available at regular business hours for customers to go down to and pick up items from. Customers have had to make an effort to get to the DB library and to be told to come back tomorrow when you can't find a park or have to catch a bus is irritating for the customer. Could have DB stack open just for picking up of items. Do not need to have customers browsing shelves down there.
Open earlier (9.30) and close earlier (7.30) at Double Bay. Seasonal hours due to location (beaches close by so get passer by traffic in Summer months especially children's library at DB. Hours on weekends could be looked at (Are we getting value for cost of opening 10-4 Sunday? – need to have 7 day week service though).
Think if this survey had been anonymous would have got more insightful feedback.
General cleanliness in DB library is appalling – Library is filthy and needs better cleaning including toilets, computers, desk, shelves, carpets (I could go on!)
Need to streamline formats we purchase in. Space is limited and we need to move with the times and minimise technologically super ceded collections. Also need to purchase items available in newer technology types such as digital audio books, CD MP3.
Need to reorganise the flow of the DB library to be more customer friendly – recreational items together e.g. fiction, DVDs, CDs, magazines, biographies together. Utilise nooks of DB library building.



AEC*group*

- › BRISBANE
- › SYDNEY
- › CANBERRA
- › TOWNSVILLE
- › CAIRNS

E: aec@aecgrouppltd.com

W: www.aecgrouppltd.com